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Rural at the Edge

**The 2nd Nordic Conference
for Rural Research**

Book of Abstracts

Tuija Mononen
Eeva Uusitalo
Eila Alho
(eds.)

**21st–23rd of May 2012
Joensuu, Finland**





Rural at the Edge

**The 2nd Nordic Conference
for Rural Research**

Book of Abstracts

Tuija Mononen, Eeva Uusitalo, Eila Alho (eds.)

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Words of welcome

Dear Participant,

It is a great honour to welcome you to the second Nordic conference for rural research. The conference takes place in Finland, in the city of Joensuu, which is the capital of North Karelia region. Joensuu and North Karelia are at the edge in the true meaning of the words; This region shows many challenges, but also opportunities. Area of North Karelia represents also a good example of well-functioning urban-rural interaction which you may notice during the visit.

A number of social challenges and policy issues are confronting Nordic rural areas. The shifting flows and paths of global change, climate change mitigation and adaptation as well as environmental changes, create diverse challenges and opportunities for social and economic transformations in the Nordic setting. The theme of the second Nordic Rural Research conference is “Rural at the Edge” indicating not only our Nordic location at the outskirts of Europe, but also a focus on issues that emerge in this changing landscape and increasing interdependency between countries and regions.

The event wouldn't be possible without the aspiring support of many different organizations and persons. Great thanks to all of them.

We received versatile and interesting papers that cover the conference themes in the way that we can deepen our understanding of the contemporary rural development in all Nordic countries. I truly believe that academics and people in rural research and regional development policy can find contributing approaches and thrilling points from all the presentations in the conference.

On the behalf of the Scientific Committee,
in Joensuu 14th of May 2012

Tuija Mononen

University of Eastern Finland and
The Finnish Society for Rural Research and Development

Planning committee and organizers

The conference is hosted by the Finnish Society for Rural research and development in collaboration with Finnish National Rural Network and Institute for natural resources, environment and society.

Conference is organized as Nordic co-operation.

The Scientific Committee for the conference is:

Mariann Villa	<i>Centre for rural research, Trondheim, Norway</i>
Lars Pettersson	<i>Jordbruksverket, Sweden</i>
Hanne Tanvik	<i>Skov & Landskab, Københavns Universitet, Denmark</i>
Þóroddur Bjarnason	<i>Háskólans á Akureyri, Iceland</i>
Cecilia Waldenström	<i>Sveriges Lantbruksuniversitet, Sweden</i>
Tuija Mononen	<i>University of Eastern Finland, Finland</i>
Tiina Silvasti	<i>University of Jyväskylä, Finland</i>
Petri Kahila	<i>Nordregio, Sweden</i>



City of Joensuu



UNIVERSITY
OF EASTERN
FINLAND



REGIONAL COUNCIL OF
North Karelia

Antti Saartenoja

Regional Council of South Ostrobothnia

Eeva Uusitalo

Ruralia-institute, University of Helsinki, Finland

Päivi Kujala

Finnish National Rural Network, Finland

Practical arrangements:

Arja Hukkanen

KareliaExpert Oy

Saija Miina

Institute for Natural Resources, Environment and Society

Tuija Mononen

*University of Eastern Finland, Finland and
The Finnish Society for Rural Research and Development*

The Finnish Society for Rural Research and Development

Maaseudun uusi aika ry (MUA), The Finnish Society for Rural Research and Development was established in August 1999. Society promotes and develops Finnish rural research, participates in rural policy and social policy discussion, and is involved in rural development work.

The most important activities of the society are annual meeting of rural researchers, Maaseudun uusi aika -journal and the MUA forum. The expert network of society comprises of rural researchers, civil servants and active members of local rural action groups. The Finnish Society for Rural Research and Development also communicates with foreign rural researchers and rural developers, and co-operates with scientific societies and other societies involved in rural development.

The society's position in the Finnish rural policy field is strengthening, and it has issued for example a proposal to the Finnish Ministry of Agriculture and Forestry pertaining to a Government proposal made to the Parliament regarding agricultural structural support, nation-wide rural development and research, and funding for agricultural and food industry research, as well as a proposal pertaining to revising certain laws connected with rural development. Furthermore, the society has issued statements on request pertaining to, for example, establishment of a Rural Network, rural policy programmes and the National Village and LAG programme for 2008–2013.

Read more:

<http://www.mua.fi/inenglish/>

The Institute for Natural Resources, Environment and Society

The Institute for Natural Resources, Environment and Society (LYY) is a network organisation operating at the University of Eastern Finland. The Institute combines social and cultural research expertise for application in the analysis of the environment and natural resource uses.

The cooperative work of our researcher network spans over a hundred researchers and postgraduate students. This network involves twelve professors and represents several disciplines including: Geography; Forest economics and policy; Environmental law, history, aesthetics, and policy; Sociology; Education; and Tourism studies.

Our research activities can be divided into six areas:

- Bio-economy development and ecosystem services
- Forest management practices
- Mining, the environment, and social change
- Socio-cultural animal studies
- Community and housing
- Climate policy and adaptation

Multidisciplinary research and networking is strengthened through the organization of workshops, conferences, and researcher training; promotion of domestic and international networking; support for the development of ideas through projects; and dissemination of results.

Read more:

<http://www.uef.fi/lyy/lyy-instituutti>

Developing the Finnish countryside with guts and heart

The Rural Network of Finland started active operation in November 2007, after team members from the seven-person Rural Network Unit of the Ministry of Agriculture and Forestry were mobilised as network coordinators. The pace of the network's development has snowballed ever since.

The Rural Network Unit is based in Seinäjoki in the heart of the vital rural region of Western Finland. The unit coordinates and helps to ensure commitment to the national Rural Network, disseminating information on the opportunities and achievements of the rural development programmes for Mainland Finland and the autonomous Åland Islands. These programmes aim to maintain and boost the vitality of the Finnish countryside, improve the state of the environment, and ensure the sustainable use of renewable natural resources.

The Finnish Rural Network brings together the various actors involved in the rural development programmes, including Leader action groups, associations, advisory organisations and other stakeholders. The crucial factor behind the success of network activities is that actors feel they truly belong to the Rural Network, and can use it to build new links and create new forms of cooperation.

The activities of the Rural Network are directed by the 22-member Rural Network Steering Group. In the background, three thematic working groups provide a source of inspiration for the activities – working groups on innovation and co-operation between regions, and a Leader working group. Additional ad hoc working groups may be set up as necessary.

Read more:

<http://www.maaseutu.fi/en/index.html>

Conference programme

Monday May 21st 2012

- 09.00– Registration, Aurora II
- 12.00–13.00 Lunch, restaurant Aura
- 13.30–14.00 **Welcoming session AU100**
Chair Petri Kahila, Senior Research Fellow, Nordregio
Welcome - Päivi Kujala, Director, Finnish rural network
Perttu Vartiainen, Rector, University of Eastern Finland
Markku Tykkyläinen, Professor of rural research, University of Eastern Finland
- 14.00–14.45 **Keynote I AU100:**
Professor Olli Rosenqvist: Rural at the Edge of Modernity
- 14.45–15.15 Coffee break, Aurora II
- 15.15–17.15 Working groups
- 17.30–18.30 **Where are we?** *Walking tours in Joensuu city centre*
- 19.00 **Getting together dinner, restaurant Teatteriravintola**
hosted by City of Joensuu

Tuesday May 22nd 2012

- 08.30–10.00 Working groups
- 10.00–10.30 Coffee break, Aurora II
- 10.30–12.00 Working groups
- 12.00–13.00 Lunch, restaurant Aura

Keynotes*Chair: Dr. Maarit Sireni,**Karelian Institute, University of Eastern Finland*

- 13.15–14.00 Keynote II, AU100:**
Professor Gunnel Forsberg:
Transnational migration transforming the countryside
- 14.00–14.45 Keynote III AU100:**
Professor Jörgen Primdahl:
Rural landscape futures – responses and visions
in bottom-up strategy making
- 15.00–15.30 Coffee break, Aurora II**
- 15.30–17.30 Working groups**
- 18.30– Dinner, restaurant Kiesä**
Dancing, music played by Viisi Ässä

Wednesday May 23rd 2012

Keynotes*Chair: Professor Pirjo Siiskonen,**Ruralia Institute, University of Helsinki*

- 08.30–09.15 Keynote VI, AU100:**
Senior researcher Hilde Björghaug:
Sustainable food production at the Edge
- 09.15–10.00 Keynote V, AU100:**
Lecturer Jón Þorvaldur Heiðarsson:
The endless battle -
Transportation in rural island at the Edge
- 10.15–12.00 Working groups**
- 12.00–12.30 Closing session, AU100**
- 12.30–13.30 Lunch**
- Poster Exhibition:**
the hall of the Aurora building from Monday to Wednesday

Keynotes



Olli Rosenqvist: Rural at the edge of modernity

Olli Rosenqvist is a Finnish social and cultural geographer who has over twenty years' experience of professional research work. He has mainly worked in a multidisciplinary social research team in Kokkola, Finland, at an institute the name of which currently is Kokkola University Consortium Chydenius (KUCC). Administratively KUCC is a separate institute of University of Jyväskylä but functionally it co-operates on a contractual basis with University of Oulu and University of Vaasa.

As a social researcher Rosenqvist has moved from structuralist approaches towards wondering the meanings of the rise of individuality. He has published several texts dealing with the conceptualization of countryside and rurality, mainly in Finnish. Especially he is interested in the metaphorical use of the terms mentioned. In a metaphorical sense urban and city represent centre, sameness and closed space or place, while rural and countryside represent margin, otherness and open space. Through this interpretation rural can be seen as an important part of society because, as Pauli Tapani Karjalainen (2002) has put it poetically: 'Space is an expanse, place is a room. Space is something that permits growth, expansion, and freedom, whereas place becomes a constraint and designated location. Space is movement with no friction of walls. Place is closure with prospective doors.

Rosenqvist published his doctoral dissertation 'Positioning of the rural in the late modern society' in 2004. In 2007 he was nominated as an Adjunct Professor of Social Geography (especially Theoretical Rural Research) to the University of Eastern Finland. Currently he works at the KUCC as a Professor of Rural Studies (specialized in Cultural Research). Rosenqvist is a member of the editorial boards of the Finnish rural research journal *Maaseudun uusi aika* and the Finnish geographical journal *Terra*.



Gunnel Forsberg:
**Transnational migration transforming
the countryside**

Gunnel Forsberg is a professor at Department of Human Geography, Stockholm University. Her research focus is on gender, regional development and urban and regional planning. She is a project leader of the project “When the world goes rural” financed by the Swedish research fund Formas. Most recent publication is a book on “networks and seamy structures in regional planning” with the example of the Structural plan for the county of Värmland in Sweden.

<http://www.humangeo.su.se>



Jørgen Primdahl:
**Rural landscape futures – responses and visions
in bottom-up strategy making**

Jørgen Primdahl is a professor in Countryside Planning and Management at the Centre for Forest, Landscape and Planning, University of Copenhagen. His background is landscape architecture with a PhD in landscape planning and planning theory. His main research interest is the agricultural landscape (patterns, functions, and change) and the roles of public policy interventions. Recently he has published on the rural-urban fringe; multifunctionality in rural landscapes; the farmer as landscape manager; intersecting dynamics of agricultural structural changes and urbanisation; landscape strategy making as a rural development approach; and globalisation and rural changes. In 2010 he co-edited (with Simon Swaffield) the book: *Globalisation and Agricultural Landscapes: Change Patterns and Policy Trends in Developed Countries*. (Cambridge University Press).



Hilde Bjørkhaug: Sustainable food production at the Edge

Hilde Bjørkhaug is Dr. polit in sociology and senior researcher at CRR (Centre for Rural Research), Trondheim, Norway.

She has through her career as a rural researcher been involved in research on different aspects of agricultural restructuring and the food system. Changes within and for sustainable family farming – and family farm succession to it – is central in her work. This has also involved research on the situation of organic agriculture over a 15 year period, involving studies of both organic production and consumption. More recently she has been involved in research on power relations in the food chain in Norway and globally. Gender perspectives have been employed in most projects.



Jón Þorvaldur Heiðarsson:

The endless battle

– Transportation in rural island at the Edge

Jón Þorvaldur Heiðarsson is lecturer at University of Akureyri Iceland and researcher at University of Akureyri Research Centre. He is economist and physicist. He has worked on many research projects regarding rural matters in Iceland. His main research interests are transportation in the rural, roads and tunnels especially, and social impact of transportation improvement in rural Iceland. He has made many cost benefit analysis of possible roads and tunnels. This has lead him to speculate how to predict changed behavior of people when transportation is changed. Jón is also interested in energy matters.

Working groups and locations

THEME 1. Cultures and people, places and identities

WG 1.1 Transforming transportation		
Monday	15.15–17.15	AU 101
Tuesday	8.30–10.00	AU 101
WG 1.2 International migration and rurality		
Monday	15.15–17.15	AU 209
Tuesday	8.30–12.00	AU 209
WG 1.3 Meanings of remoteness and glocalisation in the age of mobility		
Tuesday	10.30–12.00 and 15.30–17.30	AU 101
WG 1.4 Rural tranquillity		
Monday	15.15–17.15	AU204
Tuesday	9.00–10.00 and 10.30–12.00	AU204
WG 1.5 Second homes and rural change		
Monday	15.15–17.15	AU202
Tuesday	8.30–10.00 and 10.30–12.00	AU202
WG 1.6 Kinship and family in rural development		
Tuesday	9.00–12.00	AU203
WG 1.7 Rural Russia revisited		
Tuesday	15.30–17.30	AU202
Wednesday	10.15–12.00	AU202
WG 1.8 Gender and rural development		
.CANCELLED		

THEME 2. Natural resources governance and landscape management

WG 2.1 Natural resources governance and socio-cultural aspects of the commons		
Monday	15.15–17.15	AU206

Tuesday 9.00–10.00; 10.30–12.00 and 15.30–17.30 . . . AU206

Wednesday 10.15–12.00 AU206

WG 2.2 Renewable energy, rural development and rural change CANCELLED

THEME 3. Rural economy and entrepreneurship

WG 3.1 Rural entrepreneurship: same, different or both?

Tuesday 9.00–10.00; 10.30–12.00 and 15.30–17.30 . . . AU205

Wednesday 10.15–12.00 AU205

WG 3.2 The role of primary production and food processing in rural development

Tuesday 15.30–17.30 AU204

Wednesday 10.15–12.00 AU204

WG 3.3 Care at the edge: Options and challenges CANCELLED

WG 3.4 Cantering at the Edge: Encounters between humans and horses in the rural

Wednesday 10.15–12.00 AU101

WG 3.5 Farm succession and recruitment to agriculture

Monday 15.15–17.15 AU205

WG 3.6 Incorporating climate change in rural tourism product

development CANCELLED

THEME 4. Policies and politics of the rural

WG 4.1 What's new in the "new rural paradigm"?

Tuesday 9.00–10.00 and 10.30–12.00 AU104–105

WG 4.2 Rural-urban interaction and rural proofing CANCELLED

WG 4.3 Communities in steep decline

Tuesday 15.30–17.30 AU209

WG 4.4 Local practices of policy and political practices of rurality

Monday 15.15–17.15 AU102

Tuesday 9.00–10.00; 10.30–12.00 and 15.30–17.30 . . . AU102

Wednesday 10.15–12.00 AU102

Detailed programme of working groups

THEME 1. Cultures and people, places and identities

WG 1.1 Transforming transportation (AU 101)

Thoroddur Bjarnason
Elisabeth Wollin Elhouar

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Mon May 21st

15.15–17.15

Thoroddur Bjarnason:

A bridge too far? Road infrastructure as means of revitalizing peripheral communities

Jørgen Møller, Niels Agerholm:

New mobility challenges and transportsolutions in villages, hamlets and rural districts in Denmark

Markku Sippola, Tobias Simon:

From 'trait-taking' to 'trait-making' in establishing a passenger train connection between Joensuu and Petrozavodsk

Edward H. Huijbens:

The role of airports in regional tourism: A case from the periphery of Europe

Tue May 22nd

8.30–10.00

Maarit Sireni: *Mobility patterns in rural Finland: A gender perspective*

Jón Þorvaldur Heiðarsson:

A gravity model for predicting the effects of road tunnels on rural traffic: The case of the Héðinsfjörður tunnel

Andrea Hjálmsdóttir:

The gendered impact of tunnel construction in rural Iceland

WG 1.2 International migration and rurality (AU 209)

Marit Aure

marit.aure(at)norut.no

Mon May 21st

15.15–17.15

Aadne Aasland, Susanne Søholt:

Why do they stay? Immigrants in Norwegian rural districts

Michael J. Broadway: *Brooks, Alberta: City of 100 Hellos*

Tue May 22nd

8.30–12.00

Susanne Stenbacka: *The meaning of the rural when the world is approaching*

Marit Aure, Anniken Førde, Tone Magnussen: *Hooking on to the local web: A relational, network based approach to social inclusion of international migrants*

Carola Simon, Helle Nørgaard: *Newcomers to rural Denmark: exploring migration processes and social life changes*

WG 1.3 Meanings of remoteness and glocalisation in the age of mobility (AU 101)

Laura Assmuth

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Torsti Hyryläinen

torsti.hyrylainen(at)helsinki.fi

Tue May 22nd

10.30–12.00

Tuomo Alhojärvi, Otto Bruun:

Sustainable food for thought: the ecological crisis and small-scale farming in Finnish North Karelia and Uusimaa

Asta Kietäväinen:

Reindeer herding — a local way of life or global market economy?

Andra Aldea-Partanen:

Culture, social networks and partnerships in rural and sparsely populated areas

15.30–17.30

Sulevi Riukulehto:

Forming a homely landscape – a framework for personal identity

Päivi Pylkkänen:

Finnish village action in 2010's – aspirations for civic action and budget government

Sami Tantarimäki:

Fluent living and vital villages by flexible working arrangements

Peter de Souza:

Some fragments to alternative economic perspectives at 'the edge'

Discussion

WG 1.4 Rural tranquility (AU 204)

Ilkka Luoto

ilkka.luoto(at)uwasa.fi

Mariann Villa

mariann.villa(at)bygdeforskning.no

Mon May 21st

15.15–17.15

Jouni Kaipainen:

Rural tranquillity as a theoretical concept and a development tool

Anniken Førde, Tone Magnussen:

Changing cultural landscapes – transformed practices and frozen values?

Eeva Aarrevaara: *Regenerating cultural landscapes*

Mariann Villa: *Peace and quiet – the outmost representative of rurality?*

Tue May 22nd

9.00–10.00

Noora Vikman: *Listening to the Rural*

Maria Monasdatter Almlil: *Tranquillity versus freedom*

10.30–12.00

Pia Heike Johansen:

Quiet, please – a photo ethnographic case study from rural Denmark

Ilkka Luoto: *Genius loci – hidden stories of tranquil rural*

WG 1.5 Second homes and rural change (AU 202)

Dieter K. Müller

dieter.muller(at)geography.umu.se

Kati Pitkänen

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Mon May 21st

15.15–17.15

Kristina Svells:

*Second home owners as consumers and producers of
'new rural goods and services'*

Linda Lundmark, Roger Marjavaara:

Second home ownership – A blessing for all?

Katja Rinne-Koski:

*Empirical views of the relationship between local communities and
people living multilocal lifestyle*

Seija Tuulentie: *Relationships between second home owners and locals:
case study of a wilderness tourism region in Finnish Lapland*

Tue May 22nd

8.30–10.00

Thomas Norrby:

Crowd funding for rural development – Do second home owners care?

Olga Lipkina:

Russian dachas in transition: From rural Russia to Finnish countryside

Adam Czarnecki: *Second homes as a common element of contemporary
rural space in Poland. Quantitative approach*

10.30–12.00

Kati Pitkänen, Maija Sikiö, Antti Rehunen:

Hidden life of rural North: A study on empty dwellings in rural Finland

Inna Kopoteva:

Dacha: Country house or plot of land in a dacha cooperative?

Dieter K. Müller:

Second home owners' relation to the countryside: A Swedish perspective

WG 1.6 Kinship and family in rural development (AU 203)

Ann-Kristin Ekman

ann-kristin.ekman(at)slu.se

Kjell Hansen

kjell.hansen(at)slu.se

Tue May 22nd

8.30–10.00 The practice of kinship in late modern society:

Farming as family life and workplace

Kjell Hansen:

Does kinship matter?

The construction and practice of kinship in late modern society

Berit Brandth, Gro Follo, Marit S. Haugen:

Farm, family and myself

– Female farm partners' dealing with family separation

Helena Nordström Källström, Ann-Kristin Ekman:

Farm, family and friendship

– conflicting norms and local reality in North Swedish agriculture

10.30–12.00 Family farms and forestry: Inheritance, takeover, farm transfers

Gun Lidestav, Siv Nyquist, Lina Holmgren:

Conveyance patterns in the takeover of forest land in Swedish family forestry – a gendered story

Martin Dackling: *Land, family and the invention of traditions*

Discussion

WG 1.7 Rural Russia revisited (AU 205)

Leo Granberg
Jouko Nikula
Ann-Mari Sätre

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jouko.nikula(at)helsinki.fi
ann-mari.satre(at)ucrs.uu.se

Tue May 22nd

15.30–17.30

Ann-Mari Sätre:

Women's work, political strategies and survival in rural Russia

Jouko Nikula: *"Inequality in rural Russia"*

Meri Kulmala:

*The new-born local governments of the the Sortavala municipal district:
Facts, views, and voices from the grassroots on the 2006 reform*

Vladislava Vladimirova:

*The role of the state in post-(state)socialist rural Russia:
Contradictory impacts on tundra land use and the social economy of a subarctic
village (Kola Peninsula, NW Russia)*

Wed May 23rd

10.15–12.00

Katalin Kovacs: *Specific features of rural change in Hungary*

Vera Galindabaeva:

Moral economy, local community and social services in rural Russia

Leo Granberg, Inna Kopoteva, Jouko Nikula:

*Participatory action research of a local development effort in the Russian
countryside*

THEME 2. Natural resources governance and landscape management

WG 2.1 Natural resources governance and socio-cultural aspects of the commons (AU 206)

Rauno Sairinen

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Karl-Johan Lindholm

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Emil Sandström

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Mon May 21st

15.15–17.15

Emil Sandström:

Commons as hidden resources – Analysing the shifting roles of the commons in rural development processes

Tuija Mononen: *Finnish mining industry: Capacities of rural responses?*

Anneli Meriläinen-Hyvärinen:

Talvivaara in Northern Finland: Living in the neighbourhood of the mine

Tue May 22nd

9.00–10.00

Gun Lidestav, Johan Svensson: *Baltic landscapes*

– an innovative approach towards sustainable forested landscapes

Niels Christian Nielsen, Pia Heike Johansen: *Nature as a rural amenity*

– analysis of the spatial distribution in Denmark

10.30–12.00

Anne Matilainen, Merja Lähdesmäki:

Business strategies to balance the interests between nature-based tourism entrepreneurs and private forest owners

Ulrika Widman:

Conflicts concerning the establishment of nature reserves and nature conservation agreements on private forest land

Katrina Rønningen:

Commodification and land use conflicts in commons/outfields

15.30–17.30

Tanja Kähkönen:

Perceptions on innovative entrepreneurship: focus on bioenergy and rural areas

Harri Siiskonen:

Jointly owned forests in Finland: an old innovation in a new mode

Mahesh Poudyal, Gun Lidestav:

Increasing shareholder participation in forest commons' governance: what are the chances and challenges?

Alex Franklin: *Land ownership, community resilience and new spatial dynamics of sustainable place-making*

Wed May 23rd

10.15–12.00

Max Eriksson: *Attitudes towards the wolf*

Marcus Ednarsson: *Changes on the edge of wilderness
– Rural restructuring in Swedish wolf territories*

Elina Silkelä:

Local understanding of climate change: social representations of climate change in regional newspaper press of Southern Savonia region in Finland

THEME 3. Rural economy and entrepreneurship

WG 3.1 Rural entrepreneurship: same, different or both? (AU 205)

Steffen Korsgaard

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Johan Gaddefors

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Richard Ferguson

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Tue May 22nd

9.00–10.00

Tiina Tarvainen, Kati Pajunen: *Vital enterprises of rural areas*

Taija Kaarlenkaski:

Working with affection: animal husbandry as a form of rural entrepreneurship

10.30–12.00

Richard Ferguson, Johan Gaddefors, Steffen Korsgaard:

Mixed embeddedness and rural entrepreneurship

Hanna-Mari Ikonen: *The particularities of rural tourism entrepreneurship*

Robert Newbery, Eric Ruto:

Its 'life-style' Jim, but not as we know it: classifying rural business by start-up motivation in the North East of England

15.30–17.30

Maria Tunberg: *Understanding growth in rural business*

Kari Vesala: *Rural entrepreneurship and the frames of agency*

Hanne W. Tanvig: *Rural development and new forms of entrepreneurship – the concept of integral entrepreneurship*

Pasi Koski: *Organizational innovation in Finnish rural middle-sized firms*

Wed May 23rd

10.15–12.00

Katarina Haugen, Urban Lindgren:

The importance of forest ownership for the competitiveness of micro businesses in rural areas

Jesper Larsen: *The rural economy in times of crisis*

WG 3.2 The role of primary production and food processing in rural development (AU 204)

Minna Mikkola

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Carina Tikkanen-Kaukanen

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Tue May 22nd

15.30–17.30

Hannele Suvanto:

*On the way to the collaborative business relationship
– trust and commitment related factors in producer-processor relationship*

Leena Viitaharju:

The role of small food processors in asymmetrical business relationships

Fulvio Rizzo: *Rural sustainability and food production under
the farmers' point of view: case studies from Finland*

Jesper Manniche:

*Agri-food production systems as part of the experience economy
– The innovation and staging of culinary experiences of the Island of Bornholm*

Wed May 23rd

10.15–12.00

Katja Hyvönen: *The practices of localization of Finnish food system*

Marjo Särkkä-Tirkkonen, Mona Turpeinen:

*An overview on the EU quality scheme system in Finland and the Finnish
protected products – Can geographic indication (GI) activate
the rural development in Finland?*

Lars Pettersson, Lars M. Widell:

*Expected regional economic impact from a deregulation of
the Swedish Salmonella control program*

**Marjo Särkkä-Tirkkonen, Teija Rautiainen, Sinikka Mynttinen,
Johanna Logrén:**

Communicating the locality of food products in the context of tourism

Minna Mikkola, Helena Kahiluoto:

*Sustainability strategies in organic dairy farming: fusing of
eco- and bio-economies*

WG 3.4 Cantering at the Edge:

Encounters between humans and horses in the rural (AU 101)

Rhys Evans

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Nora Schuurman

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Maarit Sireni

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Wed May 23rd

10.15–12.00

Nora Schuurman:

Happiness and the domestic contract in the human-horse relationship

Maarit Sireni, Taija Kaarlenkaski:

Urban demand in constructing a new rural economy:

*A study of children and adolescents as clients of equine businesses and
women entrepreneurs as providers of services*

Outi Ratamäki: *Institutionalization of animal discourses*

– a case study on long-distance transports

Rhys Evans:

*Working with Nordic native breeds: horse tourism as a strategy to
preserve and develop native breeds across the North Atlantic*

WG 3.5 Farm succession and recruitment to agriculture (AU 205)

Hilde Bjørkhaug
Agnete Wiborg

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Agnete.Wiborg(at)uin.no

Mon May 21st

15.15–17.15

Berit Brandth, Grete Overrein:

*Resourcing children in changing rural contexts
– an intergenerational study of farming fathers*

Susanne Stenbacka, Sofie Joosse, Ann Grubbström:

Young farmer's future strategies in a transforming sector

Agnete Wiborg:

Changes, challenges and ambivalence in family farm succession in Norway

Hilde Bjørkhaug: *Sense and sensibility - A troublesome right to farm?*

Lars Rønning, Ragnhild Holmen Waldahl, Einar Lier Madsen:

Types of family farms and associated challenges for business succession

THEME 4. Policies and politics of the rural

WG 4.1 What's new in the "new rural paradigm"? (AU 104 –105)

Jeppe Høst jeppehoest(at)gmail.com

Tue May 22nd

8.30–10.00

Jeppe Høst: *Candy town and the "new rural paradigm"?*

Martin Hedlund:

*Mapping the socioeconomic landscape of rural Sweden 2008
– Towards a typology of rural areas*

Tue May 22nd

10.30-12.00

Åsa Almstedt:

Convergence or divergence? The relationship between rural and regional development programmes in Sweden

Patrick Brouder, Svante Karlsson:

Not seeing the wood for the trees?

Post-productive places and hyperproductive space

Annette Aagaard Thuesen, Niels Christian Nielsen:

*The value added of LEADER to EU multi-level governance
– the case of Denmark*

WG 4.3 Communities in steep decline (AU 209)

Thoroddur Bjarnason

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Kjartan Ólafsson

kjartan(at)unak.is

Tue May 22nd

15.30–17.30

Thoroddur Bjarnason: *The rise and fall of the Icelandic fishing village*

Sigríður Thorgrímsdóttir: *Communities with severe long-term depopulation*

Anna Karlsdóttir:

Gender and offenseless visions of the local in rural coastal communities in Iceland

Antti Rehunen, Ville Helminen, Kimmo Nurmiö, Mika Ristimäki:

Kind of rural: Elaborating new spatial modes to address diversified countryside

WG 4.4 Local practices of policy and political practices of rurality (AU 102)

Kjell Hansen

[kjell.hansen\(at\)slu.se](mailto:kjell.hansen(at)slu.se)

Cecilia Waldenström

[Cecilia.Waldenstrom\(at\)slu.se](mailto:Cecilia.Waldenstrom(at)slu.se)

Mon May 21st

15.15–17.15

Governance, participation and planning

Maija Halonen: *Rural Policy Practices in a Rural City*

Kaisu Kumpulainen: *Finnish village action practices as governing technologies*

Patrik Cras: *Coastal project culture. Project minded people, brokers and decision making within LEADER*

Hannu Ryhänen, Paula Inkeroinen, Taina Väre: *Creating Rural Futures Policy in Eastern Finland. The Rural Future Program along with Regional Rural Program Monitoring and Evaluation Process*

Tue May 22nd

8.30–10.00

Jørn Cruickshank & Hans Kjetil Lysgård: *Creating attractive places for whom? A discursive approach to knowledge in the planning process*

Ilkka Pyy:

Towards functional urban-rural regions – re-ordering the scales of daily practices?

10.30–12.00

National and municipal policies and rural realities

Yvonne Gunnarsdotter: *Local responses to national policy for hunting and fishing rights in the Swedish Sámi area*

Svante Karlsson: *Contemporary rural Sweden ´s tied hands? A closer look at forest ownership and rural development*

Timo Suutari, Manu Rantanen, Jari Kolehmainen, Torsti Hyyryläinen, Hannu Ryhänen, Antti Saartenoja, Aino Siippainen:

Promoting innovation activity in rural areas – Towards local vitality policy

15.30–17.30

Pilvi Hämeenaho:

Impacts of service system restructuring in daily life of rural residents

Kjell Hansen, Cecilia Waldenström:

"The rural" in the Rural Development Programme – words, realities and power

Entrepreneurship, farming and rural policies

Tanja Kähkönen:

Perceptions on innovative entrepreneurship: focus on bioenergy and rural areas

Juha Peltomaa:

The various motivations of farming – Potential for livelihood diversification and environmental protection?

Wed May 23rd

10.15–12.00

Carina Keskitalo, Gun Lidestav:

Rural-urban dynamics as a concept for multiple residence

Camilla Eriksson:

Goat cheese from Jämtland: Storytelling, new modes of governance and agricultural change

Anne-Katrine Brun Norbye:

"Small is beautiful". Development and tourism in agricultural mountain landscape

Kjell Hansen, Cecilia Waldenström:

Summing up

Abstracts

THEME 1. Cultures and people, places and identities

Nordic rural communities are being redefined and rural areas are in a state of flux. Mobility and migration are increasing and new rural-urban relations, disparities and complementarities emerging. Distance working and migrating labour are increasing, as well as the number of second homes. Depopulation continues in many regions, while some rural areas are thriving. The importance of place and of location is changing. These processes affect social cohesion and social differentiation in rural areas as well as the construction of identities across borders and places. How are such processes expressed in different locations? How do migration and mobility affect rural areas?

WG 1.1 Transforming transportation

Convenors:

Thoroddur Bjarnason	thoroddur(at)unak.is
Elisabeth Wollin Elhouar	elisabeth.wollin.elhouar(at)etnologi.su.se

Most formidable transportation challenges have long since been resolved in Nordic urban areas. Further improvements revolve around issues of further increasing the ease of traffic, extending public transportation and supporting alternative and environmentally friendly ways of transportation. In contrast, difficulties in elementary transportation are major issues in many Nordic regions. Major improvements in rural transportation have nevertheless been made in all the Nordic countries in recent years but their social, economic and cultural effects are not well understood. Sparsely populated areas also face major challenges in public transportation that need to be addressed. This workshop welcomes a wide array of papers on the effects of changes in transportation in rural areas. Topics may include changes in infrastructure such as the bridging of is-

lands, tunnelling of mountains, road and rail construction or establishment of airports as well as e.g. changes in the organization of public transportation or new destinations for discount airlines. Issues of particular interest include but are not limited to:

- cost-benefit analysis of infrastructure improvement
- partnership with local stakeholders in tourism
- gendered aspects of travel and transportation
- population growth or decline in the wake of improved infrastructure
- public transportation and specific challenges in sparsely populated areas
- alternative forms of transport
- changing cultural images of community and place.

The primary aim of the workshop is to share experiences, methodologies and insights across different geographical and cultural settings in the Nordic countries. This workshop also welcomes papers that seek to address solutions in terms of transport and everyday travelling, from regional perspectives. Policy-oriented papers are especially encouraged.

Abstracts:

A bridge too far? Road infrastructure as means of revitalizing peripheral communities

Thoroddur Bjarnason, thorodd(at)unak.is

The migration from rural to urban areas is in part driven by the economic necessities and socio-cultural preferences related to the economy of scale. Small, peripheral communities at distance from major urban centers tend to be at a disadvantage in the market economy and are less able to provide modern amenities to inhabitants. The improvement of road infrastructure has been proposed as an alternative to mass migration, in essence increasing the economy of scale by moving people in different communities closer together and reducing distances between periphery and center. However, some have argued that major road construction projects will not reverse the tide of rural outmigration and that such infrastructure improvements will even make migration easier. In this paper I will use several major road construction projects in Iceland to examine these issues.

New mobility challenges and transportsolutions in villages, hamlets and rural districts in Denmark

Jørgen Møller, jm(at)land.aau.dk
Niels Agerholm, agerholm(at)plan.aau.dk

Changes in society have basically changed the need for transportation for roughly 1.2 Million inhabitants in the rural Denmark. Everyday life in villages and rural areas has changed from financial and cultural self-sustaining local societies to villages and hamlets organised as high-mobile societies with the car as virtually the only mode of transportation. It is among others due to the fact, that traditional public transportation not is capable to meet the need for transportation satisfactory. To study this challenge we carried out a research project in the medium-sized municipality Favrskov in Eastern Jutland, where data collection was carried out by questionnaires and focus group interviews. Focus was on transportation habits and on attitudes to car-pooling on the basis of modern communication technology. The main results are that most people in the rural areas do not see traditional public transportation as an applicable alternative to the car. Also, the transportation requirements are not meet as it is to day. 81 % used the car as the only mean for transportation, a few mixed various means, but only 1% used public transportation as the only transportation mode. 17 % used car-pooling occasionally while 68 % said they would like to use car-pooling in the future. 96 % used cell phones and 92 % used the Internet. Hence neither aversion to car-pooling nor missing mastery of modern communication technology seems to be barriers towards implementation of IT based car-pooling systems or other smart technologies to ease the transportation challenge in rural areas. Besides the technological solutions we believe, that self-organising in association with car-pooling can generate more social capital in the villages and hamlets. Also, the municipalities have to a greater extent to be involved in the planning and support to the villages, which can be properly provided with public transportation in the future.

From 'trait-taking' to 'trait-making' in establishing a passenger train connection between Joensuu and Petrozavodsk

Markku Sippola, markku.sippola(at)uef.fi
Tobias Simon, tobias.simon(at)uef.fi

This paper examines antecedents to cross-border co-operation (CBC) concerning passenger train between Joensuu and Petrozavodsk. In the 1990s and the 2000s, the

issue of the train connection has been raised by some actors in the North Karelia region, Finland, and the Republic of Karelia, Russia, but no concrete activity has gained ground. The same can be said for the Russian counterparts in the 1990s, but the 2000s has seen increased activity on the part of actors in the Republic of Karelia. Why one partner has remained passive and the other assumed an active role? We draw upon Albert O. Hirschman's concepts of 'trait-making' and 'trait-taking' as key division of behavior of the actors. Trait-making means radical innovations, whereas trait-taking means gradual reforms based on old values, functions, structures and people. The analysis shows that with regard to values, the North Karelian actors have an inherent preference for road traffic, which is associated with a tendency to regard the regions as 'peripheral' and consequently not worth railway investments. That is why political actors on both sides of the border rely on self-defensive measures rather than actively seek cooperation partners. As regards functions, the traditional patterns of activity in CBC function against any radical innovations. When it comes to structures, the existence of the border itself and the reliance upon 'an already existing public transport' in the form of irregularly servicing minibuses are regarded as undermining the potential of the train connection. And finally, there is a lack of networking of partners on the same level across the border as well as missing business partners on the Finnish side of the border as progenitors. Counterparts on both sides of the border resort to 'trait-taking', basing on their own premise. Without taking any normative stance whether 'trait-taking' should be turned into 'trait-making', we put forward conditions on which basis 'trait-making' would occur with regard to the cross-border train connection.

The role of airports in regional tourism: A case from the periphery of Europe

Edward H. Huijbens, [edward\(at\)unak.is](mailto:edward(at)unak.is)

The paper will focus on strategies being promoted under the terms of the NPP funded trans tourism project, which aims to guide tourism stakeholders in adapting their services and products to public transport service provisions. The overall aim of the trans tourism project is to develop innovative, long term and sustainable solutions for transport services adapted to rural tourism areas in the Northern Periphery. This is to be done by implementing new and improved public transport and related information services. The services will facilitate development of tourism in the project areas whilst reducing carbon emissions and local congestion from private cars. In Iceland the project deals with the implementation of journey planning to ease the ways in which tourists can utilise public transport in East Iceland. The region represents a pilot study and the East Iceland regional

tourism marketing and information website is being adapted for these purposes. Once in operation and if successful tourism use of public transport will add to the viability of these services during the summer period, a traditional low in public uses, and thus bolstering their economic performance on an annual basis. The paper will describe the process of implementation and adaptation, and the methods of monitoring success.

Mobility patterns in rural Finland: A gender perspective

Maarit Sireni, [maarit.sireni\(at\)uef.fi](mailto:maarit.sireni(at)uef.fi)

This paper investigates the relationship between gender and mobility in rural areas in Finland. Women's increased mobility can be seen, on one hand, as empowering, enabling them to get access to the places where they want or need to go. As feminist geographers argue, mobility and control over it both reflect and reinforce power. On the other hand, increased mobility linked with long distances and scattered spatial structure challenges sustainability goals, especially those relating to environmental sustainability (e.g., reduced use of petroleum, lower carbon emissions). This paper utilizes statistical data to illustrate gender differences in mobility patterns in post-productivist countryside. In addition, qualitative materials are used to identify and analyze complex interrelations between gender, mobility and sustainability in various forms (including its environmental, economic and social dimensions) in the Finnish rural context.

A gravity model for predicting the effects of road tunnels on rural traffic: The case of the Héðinsfjörður tunnel

Jón Þorvaldur Heiðarsson, [jthh\(at\)unak.is](mailto:jthh(at)unak.is)

In 2010 two new road tunnels were opened to the Icelandic town Siglufjörður (pop. 1.200). After the project Siglufjörður could be regarded as part of the Akureyri region as the distance to Akureyri (pop. 17.500) fell from 123 km (191 km in winters) to 77 km. It was clear that communications between Siglufjörður and other towns on the other side of the tunnels would change a lot. Traffic would rise dramatically. But how much? What would come out of this experiment? The result is now clear. This presentation outlines

a gravity model as an instrument to predict traffic between places. How logical is this method? How good is it? What problems are faced when using this model in cases like this, new tunnels? What was the outcome of the prediction made by this model and was it worse or better than official predictions from road authorities? How can this experience help regarding other road projects?

The gendered impact of tunnel construction in rural Iceland

Andrea Hjálmsdóttir, andrea(at)unak.is

During the autumn of 2010 a new tunnels were opened in northern Iceland and connected two, small and remote, rural communities which had been facing steep population decline for decades. Instead of being separated by 232 km most of the year the inhabitants of Siglufjörður and Ólafsfjörður, now the united town of Fjallabyggð, are separated by only 15 km after the opening of the Hédinsfjarðar-tunnels. The main aim of every transportation improvement is to be beneficial for the societies adjoined to the improved communication vein but researches have revealed that road building and tunnel construction can have different impact on women's and men's working and family life. In the declaration of cooperation made by the new Icelandic coalition government elected in 2009 the use of the approach of gender budgeting is stipulated. Every ministry was called upon to provide an experimental project as a way to standardize the process of adopting the tool of gender budgeting within the governmental body to develop testing for the government's gender mainstreaming commitments during the work of the national budgeting. Here one of the experimental projects is introduced. The main intention of the use of the tools gender budgeting is to raise awareness and understanding that budgets will impact differently on women and men because of the different social and economic positioning. This project purpose is to map the gendered impact on the emergence of the governmental construction of Hédinsfjarðar-tunnel on the lives of men and women in Fjallabyggð in regard to work, public services and division of household labor.

WG 1.2 International migration and rurality

Convenor:

Marit Aure [marit.aure\(at\)norut.no](mailto:marit.aure(at)norut.no)

The use of a migrant labour force is increasing in several rural industries. Transnational marriages and the settlement of asylum seekers also add to the number and the diversity of migrants in rural regions. In fact, many rural communities are able to keep up the number of inhabitants as well as industries and welfare because of these international phenomena. This session invites a wide range of papers to discuss different approaches to international migration and rurality. Possible themes may include the relationship between the workers from the rural areas and foreign migrants regarding wages and regulations in the labour market, social and cultural processes regarding the inclusion and exclusion at the intersection of gender, age, class, ethnicity etc; transnational processes, mobility and the links and relations between regions of arrival and destination; power distribution and community stratification. We invite contributions which explicitly discuss migration in relation to rurality, and also show how such studies localize themselves in theories and traditions. We welcome empirical studies and theoretical contributions on how regional and local labour markets and branches, places, communities and networks are affected by and affect migration and transnational lives. While in-migration has positive effects for many rural communities it is also necessary to analyse the challenges this implies.

Abstracts:

Why do they stay? Immigrants in Norwegian rural districts

Aadne Aasland, [aadne.aasland\(at\)nibr.no](mailto:aadne.aasland(at)nibr.no)
Susanne Søholt, [susanne.soholt\(at\)nibr.no](mailto:susanne.soholt(at)nibr.no)

Substantial academic literature deals with how urban regions have changed and keep changing as a result of various forms of increased international migration (labour migrants, asylum seekers and refugees, family immigrants, irregular immigrants). Most of this research has focused on ethnic segregation challenging urban society and dominant perceptions of urban harmony. Similar research in rural regions is quite rare, partly due

to the fact that extensive immigration to rural areas in Europe is a newer phenomenon. In Norway immigration to districts and towns has, however, over the last years increased proportionally more than what has been the case to the Oslo metropolitan region and other big cities. Why, then, do immigrants choose to stay in the districts?

To explore this we have conducted semi-structured qualitative interviews with 29 immigrants of various categories in three very different Norwegian rural municipalities. In addition local civil servants, as well as representatives of local business and civil society, have been interviewed to provide contextual information about the three municipalities. Within a conceptual framework of 'push', 'pull' and 'stay', the paper looks at the interplay between individual preferences and specific features of the place to explain why immigrants decide to stay on. Particular emphasis is put on the local political regimes for integration of different categories of migrants. Furthermore, the paper looks into how the local labour and housing markets, opportunities for social participation, transnational experiences and encounters with the authorities affect decisions about where to live. The policy relevance of the findings is then discussed.

Brooks, Alberta: City of 100 Hellos

Michael J. Broadway, mbroadwa(at)nmu.edu

North American meatpacking shifted from an urban to rural-based industry in the last quarter of the twentieth century. Plants closed in urban areas and new large slaughter capacity plants opened near cattle supplies in small towns across the prairies and plains. The industry's relatively low pay, dangerous working conditions and high employee turnover means companies end up recruiting staff from outside the immediate local area. In Brooks, Alberta, Canada, (population 14,000) Lakeside Packers opened a large slaughter capacity plant in the late 1990s and over the years the company has pursued a variety of recruitment strategies to meet its labour needs. First it recruited locally, then from across Canada, then refugees from Sub Saharan Africa. In its latest phase the company is using guest workers from China, Central America and the Ukraine. In the space of fifteen years the city of has been transformed into a multicultural community where over 100 different languages and dialects are spoken. The influx of newcomers has created a host of problems for social service providers. Additional personnel have been hired to provide specialized services in education and health care but major cultural barriers exist between the hosts and newcomers. The paper considers the impact of newcomers on Brooks and the role of government immigration policy in assisting the meatpacking company.

The meaning of the rural when the world is approaching

Susanne Stenbacka, [susanne.stenbacka\(at\)kultgeog.uu.se](mailto:susanne.stenbacka(at)kultgeog.uu.se)

The aim of this paper is to explore a theme that can lead to a more dynamic understanding of the interrelation among individual resilience and physical environment. The theme of the paper is international migration into rural areas in Sweden and how migrants experience their physical surroundings. Among the Swedish population there exist a rooted opinion that spending time outdoors, “in nature”, can enhance well-being and increase psychological strength. The question for this paper can be formulated as: How do refugees settled in Swedish rural areas experience and use their physical surroundings? What is the meaning given to “nature”?

In an earlier work it was suggested that we must regard “the rural” as an intervening subject, and that the rural as material and social space is a powerful actor in the building of identities and the development of practices. This theme will be developed here, by investigating the narratives of refugees migrating into rural areas in Sweden. The empirical material, organised within the themes of nature, food and social relations, is understood in the theoretical framework of individual resilience and environmental psychology.

Hooking on to the local web: A relational, network based approach to social inclusion of international migrants.

Marit Aure, [marit.aure\(at\)norut.no](mailto:marit.aure(at)norut.no)

Anniken Førde, [Anniken.Forde\(at\)uit.no](mailto:Anniken.Forde(at)uit.no)

Tone Magnussen, [Tone.Magnussen\(at\)nforsk.no](mailto:Tone.Magnussen(at)nforsk.no)

The municipality of Herøy experienced a few years ago a population decrease like many other rural communities. This threatened the viability of the municipality and the quality of welfare service. At the same time, industries and public sector are also suffering from a lack of labour force which has led to a substantial inflow of short term and circular international labour migration. This created a certain instability and high level of mobility in the municipality and industries, influencing the social integration. The project “Integration and inclusion of in-migrants” established by the municipality in cooperation with local industries tries to make both international and national migrants settle in the municipality. The projects consists of a wide range of actions. Many of these are aimed towards both local and regional migrants as well as the short term international labour migrants and other inhabitants of foreign background. We can say that they

implicitly build on a majority including perspective. Our research project will follow some of these actions and one approach will be to study the rationale behind this strategy, how it is designed and carried out and how it is experienced by different inhabitants and participants in the actions. This raises the question whether this approach invites the production of similarities rather than difference, and if this nurture the establishment of weak ties important in processes of social integration? Being early in the research process, this paper invites a discussion both on this empirical example and possible theoretical approaches to questions of social integration and rural places.

Newcomers to rural Denmark: exploring migration processes and social life changes

Carola Simon, c.simon(at)cmogroningen.nl
Helle Nørgaard, hen(at)sbi.dk

Rural areas are undergoing major changes functionally and economically but also socially and culturally where processes of rural in-migration often reflect a shift in rural society. Traditionally studies on social changes in rural areas have been based on an understanding of tension or conflict between newcomers characterized by the domination of locals. Other studies show that incomers dominate and change rural life in both physical and social terms by introducing different building styles, individual values, lifestyles and due to limited involvement in the local community. For a high social cohesion in rural communities it is important that local residents connect with new groups of inhabitants, and vice versa. But whereas newcomers are thought to generate new activities and bring new life in an often aging and depopulating rural community, different and perhaps conflicting lifestyles, ideas and viewpoints may hamper relations between newcomers and locals.

The purpose of the paper is to explore processes of social change in rural communities by examining migration processes and social changes in remote rural locations in Denmark. Through a survey among both in-migrants and long-term residents focus lays on three themes: changes in rural life due to in-migration, the development of relationships between local residents and newcomers and the integration of newcomers in rural communities. In this way the paper gives insight into the relation between migration processes and social life change and it also gives new insight in how rural communities can attract newcomers as well as can keep them from moving out again.

WG 1.3 Meanings of remoteness and glocalisation in the age of mobility

Convenors:

Laura Assmuth

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Torsti Hyryläinen

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We invite both theoretical and empirical papers from all disciplinary perspectives to discuss the changing concepts and meanings of remoteness and glocalisation against the background of increased mobility affecting all spheres of life, also in remote rural areas.

A Finnish scholar of folklore, Anna-Leena Siikala has noted how people everywhere create and live by meanings, in which their locality functions as “the centre of the world for those who live there”. What matters most to people is not the factual or mental distance to the relevant centre but the feeling of belonging to their own community, in one way or another.

Thus, many ordinary people living in rural peripheral areas have themselves become keenly aware of the unique subjective worth of their culture and location. They have realized that local traditions, landscapes and livelihoods constitute valuable resources. In such contexts local identities are consciously maintained, recreated and appropriated through patterns of re-vitalization of local cultural traditions. At the same time, products and services based on the notions of ‘local’ increasingly form the backbone of entrepreneurial activities that allow people to make a sustainable living in the periphery. Such ‘localisation’ is happening simultaneously with and in relation to concurrent processes of ‘globalisation’ and the increasing mobility of people, things and ideas.

Abstracts:

Sustainable food for thought: the ecological crisis and small-scale farming in Finnish North Karelia and Uusimaa

Tuomo Alhojärvi, [tuomo.alhojarvi\(at\)gmail.com](mailto:tuomo.alhojarvi(at)gmail.com)

Otto Bruun, [otto.bruun\(at\)iki.fi](mailto:otto.bruun(at)iki.fi)

The ecological crisis is an important global phenomenon reconstituting local practices, reassembling meanings and redefining “the centre of the world” locally. Constituted

through countless local practices contributing to ecological degradation, the crisis brings up different prospective – locally as well as globally oriented – coping and livelihood strategies. This is particularly visible among food producers that are experimenting with sustainable farming and living practices. We analyse these as distinct patterns of responses to fundamental ecological questions in remote and rural areas. Ecological framings form one possible path for people to (re)assess how “local traditions, landscapes and livelihoods constitute valuable resources” (see call text), thus affecting mobility to (or non-mobility from) remote areas. The paper draws on empirical participatory research done by the authors in North Karelia and Uusimaa among small-scale food producers that engage in the use of non-conventional and sustainability-oriented farming practices. Following research currents in political ecology the paper asks: how do remoteness, locality and local networks gain new meanings in the context of the global ecological crisis. This leads us to discuss theoretically ecological subjectivities in the making, focusing on sustainability-oriented food production and cooperative modes of life as proactive ways of avoiding or escaping certain hierarchical dimensions of power in what has been denoted globalised (green) capitalism. Based on our empirical study, we discuss the re-evaluation of expensive urban housing, wage labor, consumerism and governmental technologies. The paper thus revisits the historical theme of remote localities as a space for autonomy and self-sufficiency. We argue that sustainability-oriented food production in remote areas can be understood as transformative in relation to meaning, mobility and the rural more generally.

Reindeer herding – a local way of life or global market economy?

Asta Kietäväinen, [asta.kietavainen\(at\)ulapland.fi](mailto:asta.kietavainen(at)ulapland.fi)

Reindeer herding is often regarded as a purely nature-based livelihood of the traditional group of indigenous Sámi people and, undoubtedly, it is important for the survival of Sámi cultures, identities and languages. However, in Finland, reindeer herding has also long traditions among ethnically Finnish people and, thus, it can be an important part of the way of life and identity also for Finnish herders. During the last few decades, reindeer husbandry has changed more towards modern entrepreneurship. Officially, it is regarded as a part of the market economy, and the productivity of herding is demanded by both markets and subsidies. Thus, those herders whose main income comes from reindeer husbandry have to rely more on basic meat production. This leads to rationalization by intensification of production and reduction of labour per unit of produced meat. New forms of business such as reindeer farm tourism or reindeer based tourism activities have emerged gradually. The way of herding has changed, and more motor

vehicles like snowmobile and all-terrain vehicles are used. Costs have increased also due to supplementary feeding to nature pastures and to home yards. All this has changed the traditional livelihood. However, instead of business, the social relations around the livelihood and belonging to community are still important for many reindeer herders. Also, place attachment has a big role in the livelihood.

In this paper I discuss how these changes have affected to the herders experience of their livelihood, and how the herders maintain their identities and lifestyle in the changing circumstances of globalisation and become attached to home locality, which are mostly remote rural areas.

Culture, social networks and partnerships in rural and sparsely populated areas

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We witness a time when public roles decrease and recombine, when a new era starts for the resource economies and culture is found again as special resource. How may social networks be supporting sustainable development of rural and sparsely populated areas? What are the places of culture and partnerships in the success of remote and sparsely populated areas? This paper is based on the excerpts of the Ph.D. thesis to be defended this spring on regional development of remote and sparsely populated areas, referring to relevant concepts such as place-based development, community based research, quadruple helix and sustainable development, in its broad sense. Socio-cultural dimension is considered as necessary part of sustainable development and practical examples of culture building various partnerships are presented. The cases referred to in the thesis are Kainuu region from Finland and Horezu micro-region from Romania. These case of inter-municipal co-operation and the manner they are or not able to generate social networks, use social capital and stimulate social economy and innovations in Finland in Romania are presented in this paper.

Forming a homely landscape – a framework for personal identity

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In historical sciences, and especially in the European ethnology, there is an abundant research tradition that concerns what could be translated in English as the studies of

homely sites and landscapes. I mean the research tradition of Heimat (German), hembygd (Swedish), kotiseutu (Finnish), małe ojczyzny (Polish), pays (French), etc. After the Second World War the terminology has not been so popular among the researchers. In part this is because of the intellectual load that was connected to the German discourse of Heimat during the Third Reich. Maybe even more important reason is that there is no commonly accepted equivalent to the concept of Heimat in English. When English language has dominated the scientific discourse also the phenomena of homely landscapes have been approached through other research categories, such as culture and identity.

The missing terminology has been substituted by neologisms. In cultural geography and in anthropology a plenty of research concepts have been raised (such as topophilia, rootedness, the sense of belonging, the sense of place, semiosphere etc.). Obviously, with these concepts the researchers often try to achieve the phenomenon that is better captured in Heimat, hembygd, kotiseutu...

At the same time the research of regional identities has taken a curious direction: One's personal, experimental attachment to place has almost been forgotten. The politico-administrative regions such as municipalities, cities, and provinces have got the main role.

Instead of a priori categories regional identities should be understood as the conclusion of operative and evolutionary process. A region always has an impact on inhabitants. A region (as environment for an individual) is forming one's insight and comprehension thus influencing his or her identity. So, obviously, there exist regional aspects of identity in each of us.

Personal experiences in one's homelike environment often have an essential role in constructing one's regional identity. Here, environment is to be defined broadly, consisting of both physical and cultural features. Three elements or pillars can be differentiated: natural environment (physical), built environment (both physical and cultural) and mental environment (cultural). These can also be understood as stages constructed on each others, natural landscape being the primary phase on which built environment is based; and both of them form the basis for mental environment in its manifold social features, such as traditions, language and normative institutions.

One's personal identity is constructed in experiments. It is hard to believe that one's experimental home region would follow any administrative lines (such as municipalities). It seems that the more important unit for regional identity is individually and experimentally constructed homely landscape (hembygd). It has the primacy from individual's point of view because it is the first regional identity we have. Little children have homely environments in simple forms (home, yard, parents, norms) but they certainly cannot have any idea about more abstract regional structures, such as the municipality or the fatherland.

Finnish village action in 2010's – aspirations for civic action and budget government

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As part of the broadly termed neo-liberalisation of the state society relations taking place around the world, official rural policies in Finland speak highly of civil society and grass roots civic participation such as voluntary village action. In the same vein, Local Action Groups (LAGs) under the LEADER approach are presented as intermediaries between the grass roots civic action and the government thinking on efficient rural development. This paper unpacks the Finnish rural policy texts on its policy lines on civic village action on one hand, and juxtaposes the policy lines with the current village action praxis approached through a survey to village actors and LAG managers. It reveals gross divergence in rural policy thought and village action activities and aspirations. The mismatch seems to pertain to values associated with historically strong welfare state ideology rooted in rural citizens. The analysis questions the credibility of the civil society solutions to issues of welfare and rural development especially in regions where the population is declining. Moreover, greater responsibility for village actors on social care appears rather blind to a set of hidden gender issues.

Fluent living and vital villages by flexible working arrangements

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Telecommuting has been written in different documents from one decade to another. Despite this it is still in the wish list, and also mentioned in recent publications in the rural development field. Even preconditions for adding flexible working culture are (again) better than ever.

Certainly mobility of the work has increased, information technology and information security has advanced, broadband proceed, and researches, projects, institutes or other actors offers knowledge. Also youngsters of the information society are already familiar with the flexible solutions, so the vision of the new distance, remote, smart or e-worker of the countryside is quite justified optimism. Further villages and municipalities are still eager to find new ways to induce newcomers –at least when it is proposed (like in www.onnikutsuukytaan.fi).

When thinking about flexible working solutions as an attraction for the rural living, or as a promotor of occupational well-being, it is important to focus on mobile telecommuting and a period-natured way to work flexibly outside of office when necessary. Not only think about traditional home-based remote work. Flexible working solutions offer more alternatives for living locations, and it also came possible to employer from there where one lives. Locally even one new comer, or one that could stay, is valuable in many ways.

Results of the FLEX (www.flexwork.fi) support this development; it is a time for municipalities, villages and employers to catch and brand the idea. Rethinking of work, time, place and living does not cause a rush from the jobs, but it could be motivating, less stressing, more productive, time-saving and commute reducing; new possible arrangements inspire working, rationalize daily life and open alternative living opportunities.

Suitable (underutilized) locations are already available in rural municipalities. Smart work center, hub, satellite, near office or another combination can be located in public, private or real estate owned by the 3rd sector (like town hall, old town hall, school, old school, business or office building, b&b, harbor services, village house, multiservice center).

Some fragments to alternative economic perspectives at 'the edge'

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The rationale and the problem area

The dominant picture or image of the periphery or 'edge' (others and self-defined) is predominantly a negative one. The periphery is here standing for what is not urban or central. One of the arguments in this paper is that this picture/image is part and parcel of a dominant and hypothetically biased – I would dare to say paradigm. The approach is a beginning of a search for an alternative economic, political, social and cultural logic. The jury is, however, still out as to how far that logic goes. Some of the rules do not prevail, but the question is if it is all that encompassing that it reaches paradigmatic proportions?

Definitions of what?

The choice of the (concept/term) 'edge', for the conference, is not only a semantic question, because how we treat the definition defines the agenda. My discussion and choice of interpretations: includes peripheral, marginal, border-defined and the rural and rurality.

As to the specific term/word 'edge' creates some problems as more definitive interpretations could include all or just aspects like:

- Beyond there could be nothing. Something new appearing.
- Far out, remote in geographical terms,
- Functional - normal 'at the edge' - vs - extreme or at the verge of something else.

Theoretical constructs and systems that will be approached in the discussion are: Urban/non-urban: looking at some aspects of the urbanization and urban theory. Deconstructing the urban complexity in such a way that disqualifies it as an 'opposite' to the rural, peripheral etc. The dominance in scientific and policy-orientated literature of this comparative approach and level is, more or less total and clearly questionable.

Agglomeration/disagglomeration. The major theoretical background behind older and modern spatial growth models. The discussion will take on how much scientific substance the term and function include. What is especially noted is the lack of scientific attention to the spatial dimensions of disagglomeration/deglomeration, this latter aspect being part of the alternative logic of the periphery.

Findings

Finally some fragments or parts of the alternative logic are presented through a discussion of the presence of alternative entrepreneurial activities and innovative practices. Of alternative competitive advantages, resources etc, constituting the building of an alternative picture/image.

WG 1.4 Rural tranquillity

Convenors:

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This working group invites discussions on the meaning of a wider definition of silence, and how it is brought together with rural spaces, places and cultures. When continuous communication, speech and traffic are the pacemakers of the contemporary lifestyle, a need to counterbalance this hectic way of life occurs. In this sense the rural landscape is expected to contain healing potential – even small-scale entrepreneurial potential – in the form of hiking routes, a sense of space, fresh air, wilderness activities, fitness training, contemplation and pilgrimage events, or the more widespread phenomenon of second home tourism. There are strong ongoing trends which indicate that rusticity has become a synonym for slow culture, slow food, a natural way to be idle, and even for some kind of self-found spirituality. Peace and quiet has become an established cultural categorization of rurality, as well as an argument for migrating to or living in rural areas. We invite papers to discuss all aspects of rural silence, peace and quiet. What new economic possibilities and potentials are seen in the supposed therapeutic rural, especially in peripheral areas? What is the role of history and culture in rural development work in this field? Can the countryside offer some multi-sensory, corporeal and mental experiences which are not available in densely populated areas? We also welcome papers which demonstrate some practical examples of difficulties and success stories related to the ways in which rural and its tranquil resources are utilised in the Nordic countries.

Abstracts:

Rural tranquillity as a theoretical concept and a development tool

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Tranquillity is poorly understood as a rural development concept. One reason for this is that many previous attempts to define the concept have focused on factors that detract from tranquillity. From the viewpoint of rural economies saving tranquil places

is important but conservation is not enough. When one looks at noise levels and draws areas in maps one runs the risk of forgetting how to promote rural tranquility as a vital asset. Green care and therapeutic landscapes are examples of responses that focus on the positive sides of rural tranquillity.

Second reason to difficulties comes from the fact that tranquility has different meanings for different stakeholder groups and individuals. One cannot simply rely on expert's opinion. Heterogeneity of preferences is nowadays the norm so one should not be too worried. There are many quantitative and qualitative ways to handle taste differences.

Third reason is that there are many theoretical perspectives which can be useful in one's attempt to define the concept. People's aesthetic preferences for natural elements and rural settings is a well-known phenomenon. Landscapes with open space and water are usually preferred but also cultural landscapes and forests are highly valued.

Rural areas offer opportunities for relaxation and restoration from stress. Evolutionary assumptions can be found behind biophilia hypothesis, attention restoration theory, stress recovery theory, savannah theory, prospect-refuge theory and fractal geometry hypothesis. Despite the popularity of evolutionary approaches some researchers are very critical toward the way that evolutionary psychology develops its theories. I shortly discuss the pros and cons of different theories.

I present a conceptual framework which helps to understand the multitude of theoretical approaches. By revisioning the evolutionary assumptions in favor of human information processing I try to make clearer the rural development choices that we should focus.

Changing cultural landscapes – transformed practices and frozen values?

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Cultural landscape is a crucial element of people's perception of place. The landscape is both shaped by and shapes the social practices of its dwellers. Based on Ingold's perspective, landscape is understood as interaction between culture and nature; People and landscapes are closely interwoven through practices. The concept *taskscape* relates to how landscape is formed by different tasks connected to work, and landscape can be understood as "the *taskscape* in its embodied form".

This paper addresses the paradoxes of cultural landscape management. Some aspects of landscape are connected to rural life and seen as valuable and worth protecting, while at the same time these landscapes seem to lose their meaning as they are related

to dismantling practices. While cultural landscape is a part of dynamic processes of rural transformations, landscape can also be seen as a display window of rural places. We will discuss what ideals of landscape, place and social practices that are underlying contemporary cultural landscape management. As a part of this discussion, we will look closely at how cultural landscape management takes place on different levels and among differently situated actors. This includes practical courses of action among farmers, gardeners and other users of cultural landscapes as well as administrative practices embedded in policies on the national level.

Through a case study of coastal communities in Vadsø and Herøy, Northern Norway, we have investigated how people experience the changing cultural landscapes, and how this influences their perception of place. There seems to be a disruption between taskscape and landscape values; the valued landscape is the traditional, open grazing land, which is disconnected from today's farming practices. The emerging landscape, shaped by new practices, is perceived as an alienated landscape, characterized by deterioration. In this context, landscape management becomes a struggle of a common identity.

Regenerating cultural landscapes

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The regenerating qualities of landscape are proved in the research concerning inhabitants' preferences. Rural areas provide possibilities to lead slow life in natural or vernacular environments. The traditional example is to have a second home in a lakefront but even old cottages, abandoned schools or traditional farms are turned into recreational residences. The cultural heritage of the rural areas can be quite modest in the sense of stylistic influences but on the other hand the values of rural environments lie in the entity which is formulated by cultural landscape and traditional village settlements. The recent inventories of cultural environments cover quite widely rural areas in Finland where this kind of progress has happened later compared e.g. with Sweden. I argue that in Finland the post war traumas were processed also by destroying old environments in the enthusiasm for the modern life style and living standard. In Finland the relationship with the nature is in a way overemphasized; the phenomenon has positive and negative features. We do have great opportunities to develop rural tourism and adventure travelling which have positive influence on the economic life of rural areas. Still there is a huge need to preserve and develop traditional rural environments which can provide tranquility and slow living but also social contacts as in traditional villages. The vernacular environments are a real treasure house which we are about to loose if we do not realize the possibilities to use

and repair them in a suitable way. The challenge is how to arise awareness of the original qualities of traditional environments including the buildings and their surroundings. In this sense there are lots of imitations and images of the past but not so many qualified examples of preserving and improving traditional environments skillfully.

Peace and quiet – the outmost representative of rurality?

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One of the most incorporated representations of rurality is the conception of rural peace and quiet. The concept is strongly linked to other representations, which might be summed up as ‘rural life as the better way to live’; with respect to bringing up children, safety, some basic needs of surveyability and nature, as well as a demand for smallholdings. In Norway research also has found that mental health also is better in rural areas, when controlled for age, gender, education and neighbor contact, etc. One interpretation of this might be that it’s the deep-rooted over all representation of a better life in rural areas that give this impact on mental health, a representation that’s also present in urban areas. The paper will explore rural tranquility associated as peace and quiet, space, lack of traffic queues, view (– which is an increasing fetish), and the role of this phenomenon in rural settlement/migration. Data will be based on qualitative interviews from a range of rural studies throughout the last decade, and a new national representative local community survey – all sampled by the Centre for Rural Research.

Listening to the rural

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The wider definition of silence could be reached by sorting out different silences, and demystifying it. Silence often refers to a realm for contemplation. I approach the issue of rural silence from the point of view typical to soundscape studies: listening, making silence hearable. The listening point to the rural silence is rather an adaptation strategy in which the surrounding things are considered interesting and a step towards understanding wider social and cultural processes.

This presentation focuses on the different ways of utilizing silence where various

values, expectations and abilities to use one's imagination are involved. I will give examples from my experiences in Ilomantsi and Koli where I have cooperated with small travel entrepreneurs. When silence is taken as a resource of creating new trends and brands, what happens in the ongoing local commodifying processes? Many responses include a conscious notion about the problematic nature of utilizing silence and a worry: The mystifying agendas may endanger cultivating and modifying silence towards an utilizable immaterial resource.

Silence as an ideal may be loaded with strong expectations: We have no ear lids but still we hear what we want to hear. A leisure time travelers expectedly search a break from their everyday environment which can be full of reminders of elements that people want to exclude from the ideal. The other side of the coin is a question if improving this development pressuring the rural places into silent reservations? How can the negative silence be turned into positive resource? A pleasant - and as such sustainable - environment includes both surprising and steady elements. Interesting question, then, is what demands does the promise of silence set to the physical environment itself.

Tranquillity versus freedom

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Key elements in the discourse of rurality and the rural idyll are pairs of words like "peace and quiet", and "trygt og godt" ("safe and sound") Can these elements' high regard in the rural discourse stand in the way of something else? In several studies I have quoted my informants' tales of freedom . Statements like "we are so free here", and stories about motivations for moving related to the quest for the freedom of the rural areas are repeated endlessly. Meanwhile, in reviewing, the term "freedom" is absent from rural research . At a time when freedom is a core value and an unconditional measure of happiness, there is reason to question whether the term's weak relationship to the discourse of rurality is fortunate.

Freedom is seen as a difficult variable to handle in social science in general, and if we take into account the content rurality now has got, it is no wonder that this to some extent applies to rural studies in particular. Freedom and safety are in a constant state of tension. Freedom implies a certain lack of social control, social exclusion and belonging, one will be at the expense of the other. Freedom can actually be another word for unsafety or uncertainty.

Partly because silence sometimes is referred to as a kind of freedom, I strongly believe that freedom deserves to be treated as an important variable in relation to the rural, and

will discuss: How is freedom portrayed in rural studies? What can rural freedom mean, and might focus and research related to this provide a basis for a new and better rurality?

Quiet, please – a photo ethnographic case study from rural Denmark

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The paper presents a Danish case study of beliefs and desire in rural settlers' making of a local rural space. Data stem from a survey, participant observation and photo-ethnographic interviews. The analysis points out that the desire and beliefs towards the place specific rural nature are reflected in the desire and beliefs towards the place specific rural community. In addition the paper reveals that the pivotal point in the rural-urban relationship is the rural settlers' ability to be in contact with an identity constructed from decisions about specific emotional states and a sense of the present. An important element for having access to such emotional states and sense are the ability to control social interaction and use the peace and quiet related to the rural landscape. Within a broader perspective, this view of identity building based on rural settlement encourages attention to health studies regarding how rural nature is associated with coping with stress, one of contemporary society's most common ailments. Also the result points out that perceptions of what rural landscape that offer tranquillity varies between people and that this influences the decisions on rural settling.

Genius loci – hidden stories of tranquil rural

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The aim of the Genius loci research and development project was to find accurate locations characterized by stories and history from the region of Central Ostrobothnia. It was found that many rural places hold deeply meaningful human symbols being important for an individual quest for "holy" or "silence" and again, being important for a community's identity building and well-being.

344 'place stories' were gathered during the time period 2010–2011. The majority of the stories have historical roots where as some of them are based on the mythology of the Pre-Christian era in Finland. There are also stories which just amuse or captivate, and

which explain prevailing local values, hopes and fears. A few of the place stories are still more or less local taboos and were not told to interviewers directly.

Silent stories are on the dark side of human nature, and they are not actively used for the purpose of rural tourism. On the other hand, there are cheerful historical events and stories which instill hope and continuance for community life. One strategy to interpret local narratives is to do it through classification when the essence of a single place story is attached to the wider framework of the local rural culture as follows: 1) spirituality and religion, 2) wars, 3) punishment and execution, 4) homicides and accidents, 5) shipwrecks, 6) rural pioneering, 7) miracles, 8) treasures, 9) ghost and *hiisi* stories, 10) healers, witches and local characters.

When silence, peace and quiet are not just physical qualities of the landscape, tranquil rural can be considered as a possibility for individuals to listen to one's inner voice and find one's place in the diasporic and mobile world. In this sense, many remote places are at the same time, also reserves for rural tranquillity and for rural culture, and can be therefore, used as a voluntary destination for postmodern pilgrimage.

WG 1.5 Second homes and rural change

Convenors:

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Second homes are an integrated part of most rural areas in the Nordic countries. In fact, in some rural areas second home owners and users outnumber the 'permanent' rural population. Despite this prevalence of second homes, their role in rural change has not been discussed sufficiently. Issues like second home owners' relation to rural communities, impacts on economy, housing provision, property market and landscape need further investigation. Similarly, local communities' perceptions of second homes and the interaction between rural dwellers and second home owners are not sufficiently understood. Finally, the role of the 'rural' in second home living remains to be explored in order to bridge the gap between rural and tourism studies. Hence, this session aims at highlighting the various aspects of second homes in relation to rural change and thus looks for contributions addressing the issue theoretically or empirically.

Abstracts:

Second home owners as consumers and producers of 'new rural goods and services'

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This paper aims at getting a better understanding of the construction and institutionalization of the World Heritage Kvarken Archipelago and its impact on the local rural economy. The site is the first World Heritage in Finland based on natural qualifications and therefore an important practical and ideological case.

The economic basis of rural areas have been transformed from having been specialized in primary production in order to, in a more extensive way, be an area for production and consumption of 'new rural goods and services', tourism being one of them. Due to this a new economic base for the rural and its resources has been established. The new rural economy includes a diversified service supply e.g. different forms of rural tourism as central axis of "new rural goods and services".

This paper will explain the rural economy of the World Heritage Kvarken Archipelago based on tourism. In this case the providers and consumers of rural goods and services being both locals and external actors. An important role is played by the second home owners creating a group of both consumers and producers of 'new rural goods and services'. The organization of tourism interests will be looked upon in two ways; both as an economic activity at the local level and as a symbol of regional and national tourism as a part of a governance model.

The outline hypothesis is that second home owners play a major important role in developing and demanding services in the Kvarken Archipelago. They bring in new input in their perception of the region being 'globalized' by having been designated as a Unesco World Heritage in 2006.

Second home ownership – A blessing for all?

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Second home ownership is often regarded as being positive for the owners. Previous research shows that owning a second home means a great deal for the general satisfaction and quality of life among the owners. Furthermore, high second home ownership and access rates were assumed to correlate with high satisfaction and quality of life among individuals. Owning a second home does not always relate to positive experiences among the owners, an issue not highlighted in previous second home research. Therefore, the purpose of the research presented here is to add to existing theories on second home ownership with special reference to the ambiguous relationships that exist between owners and their second homes. This is done by exploring and describing the group of second home owners who express negative experiences of being a second home owner in a nation-wide questionnaire survey.

A group so far ignored in research is the increasing group of second home owners who might be termed 'involuntary' second home owners, who have inherited a property and feel reluctant towards the ownership. Especially when the location of the property is decided by someone else and perhaps not conveniently located in relation to the new owners permanent location. Further, the Individual attitudes towards owning and being responsible for a second home can change during one's life course, depending on needs and opportunities. In an ageing society, the number of elderly second home owners' increases and so does the burden of the responsibilities of owning property. The satisfaction experienced during the second home visits can also be dependent on the

location of the property, where the destination acts as a complementary space, compared to the surroundings of the permanent home.

Empirical views of the relationship between local communities and people living multilocal lifestyle

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Living in two or more places is becoming more and more common nowadays. People divide their lives between several places for different reasons. Others have second homes in the rural areas and permanent house in the urban area; others divide their lives between two cities and others have more than two houses located in rural areas as well as urban areas. This kind of a lifestyle, where a person divides his or her life between two or more places with residences may be characterized as multilocal lifestyle.

In my paper I will examine the relationship between multilocal living and local communities involved in this particular lifestyle especially in rural areas. The empirical data shows that every place involved in such a lifestyle has a different meaning and purpose of use to the multilocally living person. Consequently attachments to the places are produced by individual and subjective meanings and as a result, every relationship between the community and multilocally living is unique and differentiated. Individual meanings and purposes of the places are the main elements of which relationship with community and multilocally living are build on.

The paper is based on my ongoing doctoral thesis with the title of *Monipaikkainen asukas kuntalaisena – kuntalaisuus murroksessa?*

Relationships between second home owners and locals: Case study of a wilderness tourism region in Finnish Lapland

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As former tourists become second home owners in their rural holiday regions, they are expected to show more interest in the place and its development. However, socially this in-between position of second home owners is not a simple one. Second home owners may not be interested in local issues or they may have totally different views of the desired

development than the permanent residents have. It has been pointed out in many studies that second home owners are more conservative when it comes e.g. to landscape changes. For the locals, seasonal residents may remain outsiders, regardless of how attached they are to the region. The positive side of the relationship is that the rural communities can benefit of the knowledge and skills of second home owners and the same applies vice versa.

In this presentation, second home owners' relations to local communities are discussed through the empirical data of focus group interviews in village meetings in Muonio, Finland. Focus group discussions dealt with the tourism development in the region and especially with the contested issue of the use of national park for tourism buildings and other touristic purposes. The region has long traditions in wilderness tourism, but, until recently, traditional rural livelihoods, such as reindeer herding, forestry and agriculture, have prevailed. However, since the 1990s, tourism has become more important for the villagers along with the increase of international tourists and the demand and supply of program services.

The five focus groups varied from a totally local group to a group of second home owners only. Three of the groups consisted of both locals and second home owners. Similarities and differences in the ways of understanding the development possibilities are analysed. I also pay attention to the interaction structures and the modes of conversation in relation to different group positions.

Crowd funding for rural development – Do second home owners care?

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Access to funding for rural enterprises faces serious problems, and the situation across our Nordic rural areas is not improving, rather the opposite. In Sweden we have during the last five years seen several interesting local initiatives to form local development companies to collect local funding for investments that are found important for the local community. A rural development movement 2.0?

These kind of initiatives and investments are important for rural life, both on a physical (meeting places) and “spiritual” level (creates sense of community). But in the long run, there is a need to complement local funding with investors elsewhere.

In both Finland and Sweden we know about examples where second home owners have taken part in these kinds of initiatives. Our questions are:

How can urban dwellers be motivated to invest in projects with a “return on investment” in other than economical terms?

would a tool that facilitates “investment with a meaning” in the hands of these local

action groups enable them to act as financial intermediaries and channel more funding to their rural area?

Russian dachas in transition: From rural Russia to Finnish countryside

Olga Lipkina, [olga.lipkina\(at\)uef.fi](mailto:olga.lipkina(at)uef.fi)

Summer cottage tourism is a common way of recreation for Russians. Dated back to the second half of the XVIII century as a nobility privilege, it rapidly developed in urban residences' practice in the first third of the XIX century. Most part of its history dacha served for subsistence purposes. In late Soviet periods dacha recreation is becoming a mass social practice due to distribution of dachas to workers of large manufactories and possibilities to buy houses for dacha use in rural areas.

Significant increase in second homes occurred after the Soviet Union collapse as a results of liberalization of size and dacha type as well as the harsh economic situation, which turned dachas to a source of food production. About one in four urban households had a dacha at that time. Dacha possession peaked in 1996 with steady decline of traditional dachas and gradual increase of luxury second homes. Nowadays dachas form entirely different type of settlements and functions of dachas change. Countryside is no longer an arena for agricultural production, but a place for consuming amenities and imagined rural lifestyle. Furthermore, newly build summer houses by "new Russians" turned to be a symbol and evidence of a new status and lifestyle.

Russian dacha extends national borders nowadays. Russian second homes could be found in many European countries, such as Spain, Bulgaria, Cyprus, Italy and others. Special interest in second homes has been registered in Finland within the past decade, where Russians are buying about 400 second homes annually. Second home possession made Russians the biggest foreign group in Finnish rural areas. The phenomenon brings novelty to the Finnish countryside, which differs from traditional Nordic second home dwelling, and is not always welcomed. The presentation demonstrates changing forms of Russians dachas, shift in purposes for its possession and location.

Second homes as a common element of contemporary rural space in Poland. Quantitative approach

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Quantitative analysis has revealed significant spatial differentiation in the presence of second homes in the rural areas of Poland either in intra- and inter-regional perspectives. Despite this, it is possible to distinguish some areas which are bound by similar characteristics – low or high concentration of second homes.

Different economic, spatial and environmental factors were pointed out as the key-drivers which determine the location of second homes and intensity of their concentration. The prevalence of these was linked to the settlement/commune attractiveness for tourism and recreation coupled with high environmental and landscape value. Second homes owners were more likely to travel longer distances to their homes if they were located in areas with a prevalence of unique natural amenities.

Other important factors shaping the spatial differentiation of this phenomenon were the proximity to large urban centres and the high spatial accessibility (predominantly in terms of quality and road network density), as the permanent city dwellers constituted a major part of the second home owners population.

The third key-factor concerned relatively large supply of land and buildings as a result of deepening depopulation and deagrarization processes observed mainly in the Eastern regions of Poland. Starting from the 90's, the decline of agriculture has induced an increase in number of abandoned farm houses, what has become an essential precondition of the phenomenon as they have been very often adapted as second homes.

It is possible to point out several factors which create real obstacles to the process of localization and concentration of second homes in rural areas. For some regions, a relatively high degree of landscape and natural environment degradation can be seen as a barrier. Among the other factors it may be considered a well-developed agricultural function, which is particularly distinct in areas that have achieved a success during structural changes resulting from the system transformation and the accession to the UE. The phenomenon of second homes is also less common in areas with widespread tradition of pluriactivity in agriculture. This can be found predominantly in rural zones, which are directly linked to industrial and urban centres, where daily commuting to work has had a long-standing tradition.

Hidden life of rural North: A study on empty dwellings in rural Finland

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Our study focuses on empty houses in rural areas. A part of housing stock is always temporarily empty during transactions and refurbishment, but there are also more permanent reasons behind the vacancies. In literature, empty dwellings are usually associated with urban development and long-term vacancies are perceived as a waste of valuable housing resources and associated with social and environmental problems of urban neighborhoods.

In many countries, seasonal use is seen as a reason for rural dwellings being vacant or used inefficiently. Empty houses and second homes are registered together as dwellings that are not in permanent use. In the Nordic countries, however, second homes are identified as separate part of housing stock. In Finland there are 489 000 second homes. Besides second homes, registered are empty dwellings, i.e. houses that do not have permanent residents but are not declared as second homes either. In 2010 there were 170 000 empty dwellings out of which 140 000 had been empty for more than three years. Most empty dwellings are located in rural areas and the number of them is growing fast especially in rural villages.

The aim of our study is to record the reasons for and length of the vacancy, but also study how the empty houses are used. We conducted a postal survey in different parts of rural Finland (sample size 2110, response rate 33). According to the results, the empty houses are typically inherited family homes from the 1940s and 1950s. Although registered as empty, over 70% are used as second homes. Our results indicate that due to inefficient administrative definitions the real number of second homes in Finland is higher than previously estimated and there are second homes in areas usually not considered as attractive second home destinations. Hence, rural areas and villages associated with empty dwellings seem to have a hidden life apart from official statistics.

Dacha: Country house or plot of land in a dacha cooperative?

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According to official documents all dachas in Russia are divided into three groups: garden plots, dacha plots, and country house. Struyk and Karen described in 1996 main features

of these three groups and conclude that there is not big difference between first two.

In my presentation I would like to concentrate on dacha as a country house with some comparisons with dacha cooperatives (data plots). Several research questions will be discussed.

Changes in dacha functions: the importance of food supply or recreational functions
Dachniki and villagers: their interrelations and interactions

Do dachniki represent an element of dynamism and development of village or do they conform the formal and informal rules (habits, norms, values, i.e. urbanism vs. ruralism) of the “local community”?

The presentation is based on pilot study, which was made in two Russian regions (Nizhny Novgorod region and the Republic of Karelia). Small-scale surveys were conducted in four rural districts in above mentioned regions. These surveys provide a good ground for analysis and future elaboration of the thematic issues.

Second home owners' relation to the countryside: A Swedish perspective

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Most second homes in the Nordic countries are located in rural areas. However, recent research has hardly acknowledged this fact and instead searched for motives of second home ownership in the microcosm of the family and the individual. In contrast the role of the countryside for second home ownership has been theorized only weakly. Thus sometimes second home owners are perceived as alien to rural areas and their presence as a threat to rural traditions and communities. In this paper it is argued that previous experiences of rural areas and second home life in particular are important reasons for purchasing a second home later in life. Thus second home owners are often well oriented regarding the challenges facing rural communities and engaged in local issues. The paper draws on results from a national questionnaire among ca 2000 Swedish second home owners in 2009. Results are analyzed using descriptive statistics and regressions analysis. Tentatively results indicate that a considerable share of second home owners indeed have previous experiences of rural life. However, the image that most second home owners have been previously rural dwellers is hardly applicable. Instead it is urban dwellers that mainly show interest in second homes. Still childhood experiences play an important role for decision for a cottage in the countryside. Thus it can be stated that at least an idea of rural life lure urban dwellers into the countryside.

WG 1.6 Kinship and family in rural development

Convenors:

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We are told that we live in an individualized and globalized society where mobility and migration increase. But kinship is still an existing and relevant way to organize a number of different kinds of relations in rural areas. The session will welcome papers that address the importance of kinship and family in rural development. The focus could be on different themes, for example, whether or not kinship plays any significant role in relation to economic organization like family farming and small enterprises, the role of kinship in building social communities and security in relation the welfare state or the relevance of kinship in relation to the increased number of second homes. The session will also welcome papers problematising how meaning is created around kinship relations, and especially how people navigate in relation to changing conditions of family building.

Abstracts:

The practice of kinship in late modern society: Farming as family life and workplace

Does kinship matter? The construction and practice of kinship in late modern society

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Even though it is fairly obvious that the meaning of kinship and family has changed character in the late modern society, it is still an important praxis in the way society is organized. The main purpose of this paper is to discuss how kinship relations are being practiced in present day society, and the ways in which the meaning of kinship is changing. Three questions stand out as central. The first concerns the sense of community

and security that kinship conveys, and comprises the ways welfare is organized and practiced. The second question concerns kinship in relation to economic organization, and the role played by it in reinforcing a sense of continuity. The third question concerns how meaning is constructed in relation to kin and family. Traditionally kinship ties were associated with generalized reciprocal relations. Obviously both the cultural meaning and the experiencing of kinship have shifted. The paper will discuss the ways kinship is socially constructed and practiced in late modern Sweden and concentrate on how persons relate to their own senses of belonging to a kin group, while simultaneously stressing the inter-subjective character of kinship relations, and thus focus on how meaning is constructed around them. By linking kinship to habitus we will be able to understand how kinship relates to other dimensions of human life, such as location, class and gender positions.

Farm, family and myself – Female farm partners' dealing with family separation

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Despite an increasing divorce rate among farm families in Norway, surprisingly little research has explored relationship (marriage and co-habitation) breakups among farmers. As a location for both family life and a workplace, family farm businesses experience particular challenges when farming couples separate – a process that involves emotional, practical and legal (economic) issues for all those involved. As the majority of Norwegian farmers are men, women are generally the in-comers and, accordingly, it is often they who leave the farm when the relationship ends. This paper draws on interviews with a sample of seven farm women whose relationships have ended while in a family farming situation. We look at factors including possible conflicting interests between the farm, family and individuals, how these are handled by the women, and the dilemmas and problems they experience in the process of separation. A key finding is the importance of self-esteem and self-worth to both their handling of the break-up and their struggle to establish a new future as an individual apart from the family farm. Implications of the findings for justice and wellbeing are discussed.

Farm, family and friendship – conflicting norms and local reality in North Swedish Agriculture

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Kenneth is a Swedish farmer who is not satisfied with his life. He expresses feelings of loneliness and marginalization, both in his personal and professional capacities. Kenneth was one of 30 farmers interviewed for the purposes of this study, which seeks to determine how farmers' perceptions of their roles and lifestyles affect their social realities. We aim to identify the implications of these factors on social sustainability in Swedish farms. Kenneth and the other farmers provided key insights into this question. In the paper we discuss identities and norms relating to farming. We also discuss how farmers' expectations and experiences of not having close relations sometimes result in impoverished social situations, in fact norms and real life conditions often conflict. We elaborate on the special situations faced by farmers from the different aspects of farmers' identities and societal norms. We also discuss how these norms and the perceptions affect kinship and family, friendships and interaction with colleagues. We focus on the realities of loneliness and the possible effects of this on social conditions in farming and in extension what can be looked upon as social sustainability in sparsely populated areas in Sweden.

Family farms and forestry: Inheritance, takeover, farm transfers

Conveyance patterns in the takeover of forest land in Swedish family forestry – a gendered story

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The transfer of the farm and forest land, together with buildings and personal chattels, from one generation to another is a crucial issue in a farming society. Historically, the principle of primogeniture, i.e. that the estate in its entirety was transferred to the first born (son), has been practiced in most parts of Sweden. As far as we known, Swedish women have never been excluded from the right to inherit land. Yet, their rights of disposition to the land, and the profit from it, was not fully and legally recognized until half a century ago. The husband's exclusive right to manage his wife's land, as the general rule before the introduction of the new marriage act in 1921, was due to certain provisional regulations regarding marriages predating 1921 left to function until 1950. Fifty years later, there still is an asymmetrical distribution of women's and men's forest ownership when analysing the national register of forest owners and forest estates. First of all, 63 % of all forest owners are men and men's forest properties are also bigger in general. Further, male owners are more often single owners than female owners. A previous study based on an inquiry data, indicates that women take over their properties as inheritance to a greater extent than male owners meanwhile the latter more often buy their properties. By analysing data for all conveyances in Sweden for the period January 2005 to September 2007 provided by the National Land Survey of Sweden (some 30 000 conveyances), the recent extent and character of gendered differences in the forest land conveyances in Swedish family forestry has been examined. In this paper, the results with respect to conveyance forms for acquisition of property (inheritance, legacy, purchase or relative purchase), ownership constellation, will be presented and discussed.

Land, family and the invention of traditions

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A common way to describe the great transformations of rural society is to focus on the relations between family and land. Before 1850, Sweden had a somewhat complicated property laws, including a lot of restrictions on lineage property in order to guarantee that inherited property should remain within the family or the broader kin group. However, around 1850 these laws were abolished. As a result, it is often argued that more and more land transfers took place between unrelated persons. In 1910, the statistician Nils Wohlin claimed that the peasants in Sweden had lost their respect for their ancestors land. There was no longer an interest in transferring a farm down from one generation to the next, said Wohlin. Accordingly, kinship and family as categories have been rarer when historians have studied rural societies.

In this paper I will discuss the importance of kinship in order to analyse land owning and farm transfers in the 20th century. Far from being unimportant, it turns out that the land-family bond seems to have been strengthened in the beginning of the 20th century. Contrary to the presumption, more farms were handed from one generation to the next in the first decades of the 20th century, compared to the last decades of the 19th century. Along with this, a somewhat new meaning was created around kinship relations, as a pronounced ideology around family farms emerged around 1930. A set of societies started to emphasise family farms, that had been own by the same family for generations, by rewarding such farms with family farms diplomas. In the paper, I claim that this new cultural emphasis on the bonds between land and family created a certain idea of kinship as part of rural development.

WG 1.7 Rural Russia revisited

Convenors:

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After more than 20 years from its system change, Russia is still in the middle of a social transition. The Russian countryside is underdeveloped and full of contradictions, and forming a challenge for rural researchers in the Nordic countries being so near and still so unknown. This working group welcomes all the researchers who have studied or are interested in the changes and/or the stagnation of the Russian countryside during the system change. Possible topics include: rural and urban actors in the Russian food system; studying changing class structures in the Russian fringe areas; gender aspects; entrepreneurship; analyses on sources and strategies of resilience in fringe areas and on socio-ecological challenges in rural areas; analyzing ways of coping with poverty and marginalization; the (formal and informal) system of governance in local communities; or challenges of cultural diversification and increased mobility; as well as other topics.

Abstracts:

Women's work, political strategies and survival in rural Russia

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This paper looks at the impact of some ongoing transformation processes on women's roles in the Russian society, from a local perspective. One effect of reforms is that local authorities are subject to an increased responsibility for social affairs. There are a few important novelties facing local authorities. Firstly, a new law on monetization of social benefits, which converted in-kind benefits into cash allowances was introduced in 2005. Secondly, changes in legal rules means a responsibility for self-financing at the local level. Changes in legal rules have further opened up for democratic development at the local level. Local politicians, including the mayor, are elected by the people. The main aim here is to discuss these novelties and how these relate to the survival and changes in institutions with

respect to gender. The arguments and findings of this paper are also based on observations and interviews from three communities in a Russian region, representing the situation in scarcely populated areas as well as neighbourhoods near a city, conducted in 2002 to 2011. One finding is related to the fear that an increased responsibility for social affairs would further contribute to increase the load on women. As it appears women are in charge where there is no money. In localities with weak development women are put in responsibility positions, expected to save everybody. However, this paper also finds that women in charge feel more powerful with new possibilities to implement measures than before.

“Inequality in rural Russia”

Jouko Nikula, jouko.nikula(at)helsinki.fi

This paper describes some aspects of inequality in rural Russia. During the past decade many observers have noted that divergence among regions in Russia with regards to both income levels and levels of inequality has been widening. It has also been noted that like in US or in Finland the rise of income inequality is caused mainly by rapid growth of incomes of the richest quintile. According to Russian study 60 percent of the population in Russia has the same real income it had 20 years ago when the Soviet Union collapsed, and some are even poorer. My paper is based on two data bases; European Social Survey 2010 and International Social Survey Program, 2009 – Social Inequality IV. The themes in these studies include such as prerequisites for success in society, attitudes towards equality of educational opportunity, social trust; political interest and participation; social exclusion. The results indicate that income differences between rural and urban areas are big, because in rural areas 52,5 % of respondents earned less than 12 000 RUR (310 Euro) in month, while in big cities the share was 25,3 % and even in small cities about 38 %.

In rural areas 77 % think that they earn too little, 54 % think that it is difficult to cope with current incomes and 70 % estimates that income differences are too big. One could argue that the social stability and economic boom of early 2000's has had a positive impact on the ways in which Russians think about important things in getting ahead; the most in modern Russia are according to respondents typically meritocratic values like hard work (41 %), good education (34 %) and ambition (24 %). Most Russians were relatively satisfied with their own life, but very unsatisfied with the state of economy or democracy in Russia. Rural people were more satisfied with democracy and government, as well as with the level of education than their urban compatriots.

Russians did not see it justified that higher incomes provide better health care, better education for children, while for most respondents a progressive taxation was

completely acceptable. Most respondents were rather unscrupulous with petty crimes – most respondents did not see it as a crime if one deceives insurance company or buys stolen things. Most also estimated the likelihood of getting caught rather low. Some 40 % agreed that sometimes it is necessary to break laws and 2/3 agreed that courts favor rich and police punishes the poor more easily.

The new-born local governments of the the Sortavala municipal district: Facts, views, and voices from the grassroots on the 2006 reform

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In Russia, the system of the local governments was recently reformed. The new federal law N131-FZ "On General Principles in the Organization of Local Self-Governance in the Russian Federation" became into force January 1, 2006, with a transition period up to 2009. This paper concerns the reform and in particular its implementation in practice, at the grassroots level. The Sortavala Municipal District, which after the reform consists of five lower-level municipal governments of the Sortavala town and the settlements of Kaalamo, Khaapalampi, Kheliulia, and Viartsilia. The paper relies on the ethnographic field research within the district in 2007–2009, in other words – I entered the field soon after the reform, when the new-born local governments were taking their very first steps.

The reform brought fundamental organizational and structural changes – most of which were under the implementation during my fieldwork – in the organization of the Russian municipal governments. In my paper, I first shortly introduce the main innovation of the new law and discuss those changes from the viewpoint of scholarly critics and of the expert interviews that I have conducted for this research. The law has been largely criticized for making Russian municipalities the lowest chain within the state administration – which, in fact, contradicts the whole idea of a democratic local self-government. Next, I juxtapose the reform and its critics with the empirical reality at the grassroots within the Sortavala district.

This new law regulating municipalities is a federal-level document, which defines how the local governments are to be organized. Thus, it is a federal-level legislation that sets the general framework how the studied municipal governments are organized. In my study, such a federal-level document is understood as a macro-level "ruling relation" that structures the studied local setting, the studied micro world. Such societal structures coordinate and shape actors and their agency across the local setting, but in my understanding equally actors may shape these structures. Through the selected case study, my aim is to zoom, in very empirical terms, to the interplay between the macro and micro level processes as well as between the structure and agency.

In a broader respect, the paper explores the Russian state ethnographically from a

close distance in its daily routines and practices – thus, the focus is at the grassroots on the local state. The paper applies an approach of "ethnography of state", which calls for studying the states within their everyday functions and in their own specific contexts.

The role of the state in post-(state)socialist rural Russia: Contradictory impacts on tundra land use and the social economy of a subarctic village (Kola Peninsula, NW Russia)

Vladislava Vladimirova, vladislava.vladimirova(at)ucrs.uu.se

An uneven distribution between office salaries and tundra renewable resources, as the two principal sources of local income, is observed in the reindeer herding part of Murmansk Region. State salaries dominate the local cash income – a rather striking feature of a situation which is still defined by some as "Sami traditional pastoralism". In the typical case, wives of persons engaged in tundra renewable resource extraction receive modest salaries in the state budgeted sector. A mixed tundra-urban economy is in evidence. Both sides of the complex are subject to the advantages of tacit public support of domestic private economies, a solution characteristic of both the Soviet and following period. Thus the current expansion of clerkdom is a means of increasing and not decreasing the "totality" of social institutions, formerly discussed in relation to Soviet state collective farms.

Another process reasserting state control, but with unambiguously negative impact on traditional economy, results from recent attempts of the state to support entrepreneurship of considerable scope. Many new interests in tundra resource use are claimed, contesting and withdrawing from the wider reindeer herding community, and the Sami indigenous community in particular, territories and resources, considered uncontested within the Soviet and pre-Soviet context. This is most apparent in expanding tourist and sport hunting and fishing activities, and in a new generation of non-renewable resource extraction. In so doing, local administrations create an acute discrepancy between proclaimed will for support of tundra-related communities, and the reality of its actions.

As in other regions of the Russian Federation, an outstanding pattern is the search for privately (informally) arranged solutions. Thus, a claim can be made, that the public-private compromise, mapped over a state budget-dependent economy, currently increases the totality and intensity of social organization in post-Soviet Russia, making it, administratively manageable from top to bottom.

Specific features of rural change in Hungary

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As a consequence of the country's shift from socialism to capitalism, rural Hungary has witnessed fundamental changes in the last two decades. Though rural areas have never been homogeneous, the pace and profoundness of differentiation have been enormous resulting in a regionalised and polarised social and settlement (village) structure. Transition-related forces and western patterns of rural change appeared side by side in different combinations linking with diverse regional economic and social structures. The specificities generated by the co-existence of general patterns of rural restructuring and transition-related factors are to be discussed in neighbourhoods the presentation.

Moral economy, local community and social services in rural Russia

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Along with a reduction of welfare services the state decided to support widely two programs for the 'vulnerable' groups: a program to support state child-care centers service and a program for elder care and services for handicapped persons living at home. The state established a new profession of a social worker that was seen as the main agent of social services in contemporary Russia.

It is supposed that professional worker performs his job relying on the established professional knowledge, he is relatively independent of his client and, even more, he is in dominant power position in relationships with an elder citizen. However our research demonstrates that rural social worker performs his work relying on his everyday life experience, he is dependent on his clients and he even is dominated by elder citizen.

The moral economy system that is re-enforced in the Post-Soviet rural community in the context of economic crises and scarcity of resources predisposes and transforms the formal contract of a social worker and his client that explains why labor relationships between a social worker and elder citizen doesn't conform to ideal type of professional one.

The modernization of the services is in many ways counteracted by the power of the domestic culture. People pay more attention to local social ties and values and the welfare services are welcomed as new economic possibilities that can balance and maintain social relationships in the village.

Participatory action research of a local development effort in the Russian countryside

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The paper will present the context, research setting and preliminary results of the first steps of an evaluation research, which is being carried out in 2011–13 during a development project by the lake Ladoga. The development project concerns local initiatives in three municipalities by the lake Ladoga in the Karelian Republic and the Leningrad oblast. Local projects apply the LEADER method to support local initiatives. The development project is part of the European Union's ENPI -program (European Neighbourhood and Partnership Instrument). The research team participates in the process of community development, and analyses this process: the procedure of formation of LAGs and their activity in community development, the formation of bottom-up initiatives, the social partnership circumstances, and the impact of this pilot project on local rural development. The main issue to be discussed is the applicability of the LEADER approach in Russian circumstances.

THEME 2. Natural resources governance and landscape management

New pressures, interests and claims on the use of natural resources and on landscapes lead to processes of innovation, re-evaluation as well as depletion. Natural resources are not just valuable economic resources, but also ecological, political and social resources. Continuities in both natural resource governance and landscape management are questioned and transformed. Yet, path dependencies and institutional contexts shape activities as well. Multifunctional and sustainable landscapes and use of natural resources have become some of the keywords. How are these processes enacted in different contexts? How do trends in food and energy production, forestry, mining, tourism and nature conservation affect Nordic rural areas? How are entitlements, ownership and right of access and use of nature transformed? What are the impacts on local levels, on local development and social cohesion?

WG 2.1 Natural resources governance and socio-cultural aspects of the commons

Convenors:

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Studies on commons and collective use of natural resources are a vital research field internationally. Natural resources –such as land, water, minerals, forests, biodiversity – are the primary source of people's livelihoods in most rural areas. Currently, global competition for natural resources is intensifying. In the Nordic Countries, for example, bio-economy and mining industries are developing rapidly. Yet, sustainability has become an important target also for natural resource economy. Sustainable management should safeguard natural resources, ensuring that development potential in rural areas is maintained for the future. All these trends and policies influence strongly rural development.

A general objective of this research field is to develop institutional design principles for sustainable management of natural resources. In current research on commons it is possible to note a focus on economy and governance and this may obscure the equally important aspects of the commons related with local heritage, identity, history, ecology and social change. In this session we want to address the social and cultural aspects of commons and the future role of commons in the context of natural resource management

and rural development. The session will also focus on the many-sided questions how natural resource usage is or will be affecting the rural development and its communities. What is sustainable natural resources governance from the perspectives of rural development? How do we develop trust and legitimacy between different stakeholders? What are the environmental, socio-economic and community impacts of changing natural resource use in rural areas?

Abstracts:

Commons as hidden resources - Analysing the shifting roles of the commons in rural development processes

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A large part of Sweden's rural population maintains commons for joint management of natural resources. Moreover, it is possible to identify additional places that can be characterised as commons, for example old laundry houses, hunter's lodges, cooperative nursery schools or plainly particular places and buildings. Some of the places may not even be owned or managed jointly, but has an important role for situating a shared story or a memory in the landscape. Such places can be described as a form of 'mental commons' contributing to the shaping of village relations and to the construction of local identity. The commons can also be sources of intensive social negotiation and provoke tensions and conflict.

The aim of the research project Commons as Hidden Resources - Analysing the Shifting Roles of the Commons in Rural Development Processes is to create a better understanding of past and present forms of cooperative natural resource management in the rural regions of Sweden. The main objective of the project is to identify social, historical and ecological dynamics that occur around commons in order to enquiry into how commons are shaped and reproduced over time. A crucial task is to address the role of commons for local mobilisation and rural development initiatives. This implies a better understanding of the ways commons relate with external larger scale processes, i.e. to see the relationship between innovation and local practice. The point of departure is that the commons are essential and multifunctional landscape elements for many local communities in northern Sweden and that they have an important role for meeting and shaping change. The project contributes to discussions concerned with the future role of commons in the context of rural development.

Finnish mining industry: Capacities of rural responses?

Tuija Mononen, tuija.mononen(at)uef.fi

Global demand for rural natural resources has increased. Rural resources are exploited and governed by new actors: the ongoing mining boom in Finland is a good example. Mining activities can be understood as a struggle between global and local actors in utilizing local natural resources. Various actors see, however, the exploitation of natural resources in several ways. Differing views may lead to conflicts between the actors. Mining industry has environmental consequences, but in many locations, particularly in remote rural areas, mining may be the only promising option for development with its positive socio-economical impacts both directly and indirectly.

In my presentation I will focus on discussing the dynamics and interactions through which the mining industry takes place in rural area in Eastern Finland. Presentation will concentrate on environmental and social impacts of mining. The main objective of the presentation is to discuss about the capacities of local responses into global mining activities. An important question is how information about mining, and its environmental and social impacts and risks, is produced, interpreted and linked to community level and local planning and decision-making systems. How local actors manage those things? Who knows, and what, about possible risks and impacts? Have mining actors obtained a social license to operate in certain area, and how? Presentation is based on the interviews of local actors in Ilomantsi, where the exploitation of gold resources started in the beginning 2011.

Talvivaara in Northern Finland: Living in the neighbourhood of the mine

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The Talvivaara Mining company is situated about 600 kms from Helsinki to north, in Sotkamo commune. It is one of the biggest nickel ore mines in Europe. It aims to become an internationally significant base metals producer with its primary focus on nickel and zinc. The total mining area is at the moment approximately 61 square kilometers, consisting of nickel, zinc, copper, cobalt and uranium. The ore deposits in Talvivaara consist of two multimetallic ore bodies, Kuusilampi and lake Kolmisoppi. The mining process started in 2004, and production at the mine started in 2008. The operation is characterized by dynamic continuity, and it is also subject to numerous known and hitherto unknown impacts and changes evoked by them.

In this paper I discuss the Talvivaara Mining project and its impacts on the local society. When considering the mine and mining activities in 2012, it has to be noted that they involve

major ecological, social, economic and aesthetic impacts on the environment, community, land use and scenery. It should be emphasized that the local community in the neighbourhood of the mine is interested in the current operation of the mine and in the problems caused by it to them now. Recently, people have been pestered mostly by environmental hazard: water, odor and dust nuisances, which are being debated quite heatedly. Uranium is another issue causing constant concern among the people living in the neighborhood. The important thing is the concrete experience of the mine, how people feel it and how it influences their everyday lives. In the case of Talvivaara, it is largely connected with the inhabitants' concern over their own environment.

Baltic landscapes - an innovative approach towards sustainable forested landscapes

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Changing land use priorities, climate change, globalization of natural resource based markets and other major uncertainties challenge the current paradigms of land management and governance. Policy and decision making systems, as well as in practical management and societal systems, need to be strengthened and more adaptive. There is not only a need for better understanding of current and future premises and challenges, but also a need to develop, test and evaluate new strategic and practical solutions in landscape-scale case studies. In this paper we describe the newly launched Interreg Baltic Sea Region "Baltic Landscape" project, which encompasses a network of eight landscape-size case studies in Sweden, Poland, Finland and Belarus. The overriding objective of the project is to explore common and specific challenges in sustainable governance in rural societies the Baltic Sea Region, to enhance rural society capacity and to identify prospects and solutions through knowledge sharing on local, national and international levels.

By using the International Model Forest concept as a fundament the Baltic Landscape approach is to focus on obstacles and possibilities for sustainable land use in both terrestrial and aquatic landscape components. Relevant and accurate biophysical and socio-economic data will be compiled in each and used as input in integrated spatial planning modules. Central purposes are to identify issues and driving forces at various levels that are relevant for different types of land users today and in the future, and to increase their capacity with respect to power, attitudes, knowledge, and ability to act and communicate. The project is carried out by partners representing academia, national and local authorities and NGO:s and in close cooperation with local stakeholders. The Baltic Landscape project is associated with the International Model Forest Network through the Circumboreal Initiative and already existing cooperation projects within the Vilhelmina Model Forest.

Nature as a rural amenity – analysis of the spatial distribution in Denmark

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Following a newly developed method for mapping large areas into urban and rural at the level of the smallest available territorial/administrative unit, we have looked at the distribution of areas characterized by high proportions of land use types belonging to “natural” classes at parish level across Denmark. In a recent study, especially nature, more than low house prices and being part of the community have been found as conditions for settlement in rural parishes in peripheral areas. The relations between access to the amenities of nature and rural development are examined through firstly connections between population development and relative “nature content” and secondly through analysis of interviews, surveys and material obtained through photo-anthropological methods. From a rural development perspective, we conclude that it is important for local communities to be aware of, how qualities of nature and landscape are further developed and made accessible. Such local amenities should be seen as just as important as socio-economic assets, and should therefore receive similar attention in integrated development processes.

Business strategies to balance the interests between nature-based tourism entrepreneurs and private forest owners

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Nature-based tourism is one of the fastest growing tourism sectors at the moment. It is also the form of tourism that often benefits the economy of rural areas. In addition to state owned forests, nature-based tourism is in many countries situated in private forests, which are not owned by entrepreneurs themselves. Therefore, the ownership issues and property rights form central challenges for the business activities. The maintenance of good relationships between private forest owners and entrepreneurs, as well as combining their interests, becomes vital. These relationships are typically exceptionally asymmetrical, granting the forest owner unilateral rights regulating the business activities in their forests. Despite of this, the co-operation is typically very informal and the existing economical compensation models do not necessarily cover all the forest owners’ costs. The ownership values bring their own characteristics to the relationship. Therefore, we argue that different aspects of ownership, especially psychological, have to be more critically examined and taken into consideration in order to build truly successful relations between these parties. This is crucial for sustaining the

business activities. The aim of this study is to examine what kind of business strategies nature-based entrepreneurs used to collaborate with private forest owners.

The empirical data is based on in-depth interviews with nature-based tourism entrepreneurs. As a result, we found four different strategies to manage the co-operation: proactive business strategy, adoptive business strategy, community based strategy and negligence strategy. By taking the psychological ownership into consideration via these strategies, the nature-based entrepreneurs aim to balance the co-operation relationship and minimise the risks in long term activities based on privately owned forests.

Conflicts concerning the establishment of nature reserves and nature conservation agreements on private forest land

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Around 1.8 million hectares of the total forest land in Sweden is protected. During the last decade, protected forest land has increased by 322 300 hectares, including 24 200 hectares set aside in accordance with nature conservation agreements i.e. contracts between the Swedish Forest Agency and forest owners that are interested in nature conservation. Despite an increase in terms protected forests, nature conservation agreements have shown to be a rather inefficient policy instrument to fulfill governmental objectives. The area target for nature conservation agreements was only achieved to 48 percent in 2010. The government has not only failed to achieve their own goals but also managed to create a series of conflicts related to the establishment of protected forest.

The aim of this paper is to, based on the ladder of partnership activity developed by Glasbergen, to examine conflicts concerning the establishment of nature reserves on private forest land. When and why do they occur and to what extent? The paper will in particular examine the role of trust in relation to the establishment of nature reserves or nature conservation agreements on private land.

Commodification and land use conflicts in commons/outfields

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A significant process of modernization is going on in rural Norway. To compensate for decreasing profitability in agriculture, farmers and land owners are encouraged to diversify

income through commodification of farm resources, including natural resources in the outfields, especially linked to tourism and recreation. A strong increase in cabin/second home developments is part of this development. Along with other developments in the outfields - windmills, micro hydro power plants etc, this increased pressure on the land and has escalated land use conflicts. Lack of willingness to implement national guidelines for land use plans for these developments add to this.

Agriculture, forestry and reindeer herding are in Norway defined as primary industries, and their administration come under the Ministry of Food and Agriculture. The reindeer industry constitutes the material basis for much of the Sámi culture, and is protected by the ILO convention no 169 concerning indigenous and tribal peoples in independent countries as well as the United Nations' covenant concerning civil and political rights. The reindeers' needs of a flexibility and a significant large space of land, does not seem to go well with the new interpretation of agricultural multifunctionality, diversification and modernization of rural land use, at the same time as Sámi self-consciousness has increased. The paper is based on the work of an ongoing interdisciplinary research project studying how these developments affect land use, changing norms and practices linked to land ownership and rights systems. Both within commons and within privately owned areas extensive land use rights have been the basis for animal husbandry both within farming and the reindeer herding industry. As commodification, general neoliberal trends and changes in the functions of the commons and outfields in general, the development seem to favour private property rights to land use rights.

Perceptions on innovative entrepreneurship: focus on bioenergy and rural areas

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Continuous political and demographic changes related to rural areas have demanded to alter thinking about sustainability and, at the same time, about profitability in the rural context. Entrepreneurship can have an important role in promoting sustainable use of natural resources and renewal of countryside. Perceptions of different local actors such as political decision-makers, developers and entrepreneurs can be critical in advancing entrepreneurship based on natural resources as well as designing and implementing policies. This paper sets out to examine perceptions on entrepreneurship in rural areas with focus on innovations and wood-based bioenergy. The preliminary results of a thematic interview on innovative entrepreneurship conducted to 33 actors in forest and bioenergy sectors including entrepreneurs, municipality administration, financing institutes and researchers linked to a rural municipality in Eastern Finland form a basis

for theoretical explorations. The preliminary findings of these interviews show that many actors associate innovative entrepreneurship with efficient material and energy flows. However, it remains uncertain why material and energy efficiency is being linked to innovativeness; was it due to the place-economy of the municipality being located in a remote area, or was it due to actors' more profound values and attitudes toward entrepreneurship, sustainability (economical, ecological, social and cultural) and profitability? In my presentation I will further discuss the findings of my study and their linkages to rural development and rural change.

Jointly owned forests in Finland: an old innovation in a new mode

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Finland's National Forestry Programme 2015 addresses the need to stop fragmentation of the privately owned forest holdings and increase the size of an average forest holding. Joint ownership of forests has been seen as a workable solution for achieving the goal. The history of jointly owned private forests in Finland dates back to the Forest Act of 1886. Until 1990s characteristic of the jointly owned forests was that they were primarily established on state land that was allocated as shares for farmers to support small-scale farming of the stakeholders. Since the 1990s the main argument for the establishment of jointly owned forests has been to slow down fragmentation of private forest holdings by incorporating small forest holdings together by establishing jointly owned forests or adding them to the previously established ones. Joint ownership has been supported by the state and marketed as an effective mode of ownership of larger forest holdings.

The proposed paper investigates the history of recently established jointly owned forests. Joint ownership has been a quite unknown mode of ownership of forest in Finland. At the moment about 5 % of the private forest land is jointly owned. The primary source of the study is the extracts of land registers of the jointly owned forests established between 1970 and 2012. The focus of the paper is on the last decade due to the fact that the Jointly Owned Forest Act was revised notably in 2003. The paper addresses to three questions: 1) What has been the role of jointly owned forests in prevention of fragmentation of forest holdings? 2) Have the recently established jointly owned forests fulfilled expectations of their economic, ecological and social sustainability? 3) Who are the stakeholders of the recently established jointly owned forests?

Increasing shareholder participation in forest commons' governance: what are the chances and challenges?

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Sweden has a fairly long history of formally organised forest commons, which, unlike in many other countries, are formed and organised in a specific way in that the shares of forestlands involved are privately owned but within a common they are jointly managed by forest professionals. Moreover, shares in forest commons are basically “set asides” of the private landholding, and thus cannot be owned or sold in isolation. While the shareholders (continue to) receive their share of the benefits from the commons (either direct payment in cash or indirect payment via subsidies), they often have very little or no direct involvement in the management of their commons as every forest common is required to have the forests managed by professionals. Furthermore, for a majority of shareholders, their only involvement in the decision-making with regards to their commons is through a management board they elect. Moreover, previous studies have indicated that fewer shareholders are reported to be participating in annual general meetings (AGMs) of these commons to discuss and decide on the matter concerning governance of these commons. In this study, we explore the cultural, institutional and other socioeconomic factors that might be contributing to this declining participation in the commons, both in the management and in governance. More specifically, we explore how this declining shareholder participation affects the commons in short and in long term; and (how) can we increase the interest and participation in the governance and management of these commons among the shareholders. This paper will present an on-going work in this regard in the Upper Vilhelmina Forest Common in Västerbotten in Sweden, and present some preliminary findings.

Land ownership, community resilience and new spatial dynamics of sustainable place-making

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Whilst there is widespread interest in researching community-based sustainability initiatives (for example, community food projects, community energy initiatives, communal housing schemes, community woodlands), within the social sciences particularly, far less attention has thus far been afforded to the land on which such practices take place - in particular, how that land is owned and how the natural resource base is managed. Land resources can be used to produce a wide range of renewable products. Land is also increasingly being viewed as a multi-functional

resource capable of supporting various place-based practices of consumption. Drawing on preliminary research on the regulation and ownership of land in the UK, Finland and beyond, this paper explores how different models and patterns of land ownership and shared land use, and different landscape values, can influence the ability of communities to develop collective forms of sustainability practice. It also looks at the implications of adaptations and transitions in land ownership for community resilience and the sustainability of the natural resource base more generally. In particular, having introduced the principles and place framings which lie behind the competing paradigms of 'bio-' and 'eco-' economy, it considers how the contested emergence of these two pathways are creating new spatial dynamics of sustainable place-making.

Attitudes towards the wolf

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The hunting ban combined with a successful conservation program has given the wolves in Scandinavia some breathing space. The combined wolf population of Sweden and Norway has been steadily increasing since it reestablished itself in 80ties and today the population probably contain over 300 individuals. While this number might not be enough to guarantee the long term survival of the Scandinavian wolf population the rapid increase has given rise to an increasing amount of human wolf/conflicts. Knowledge of these conflicts and the attitudes behind them is a vital part in determining how we are to coexist with predators in general and the wolf in particular.

By examining data from a national attitude surveys this article will try to identify how the increasing numbers of wolves, and their geographical spread, have affected the Swedish attitudes towards wolves and vice versa. This article will offer new information in terms of how attitudes towards the wolf are formed and how they change depending on demographics. These findings will be highly useful: both as a means of understanding how to avoid unnecessary human/wolf conflicts in the future and as a roadmap for the future development of the wolf management.

Changes on the edge of wilderness – Rural restructuring in Swedish wolf territories

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Previous research has shown that attitudes and distance from wolves plays a crucial role for the level of local acceptance among local communities. Not only to the wolves

as such, but also towards the cutting-edge eco-tourism use of wolves as a wilderness tourism amenity. This paper takes this previous research as points of departures and investigates the socioeconomic development among people living within Swedish wolf territories between 1990 and 2008. This development could reveal some evidence for rural processes of change, for example a growing share of employed within tourism. Wolf territories are the playing ground for the new large carnivore-based wildlife tourism, and at the same time the prime areas of negative effects from living close to wolves. This development of large carnivore-based wildlife tourism is a good example of re-resourcing and a commoditization of a new kind of natural resource. These processes are important within rural areas restructuring into different forms of tourism, like carnivore-based wildlife tourism. The purpose of this paper is to try to show by combining data from both wildlife management and register data of the Swedish population living inside defined wolf territories under an ongoing rural restructuring. This restructuring is investigated mainly by analyzing changes within employment patterns and demographical changes. The common rural and peripheral development in Sweden has during the last three decades meant a decline in rural population and employment within traditional areal branches, like farming and forestry. Tourism has at the same time been seen as one of the most promising ways to solve some of the threats towards a sustainable development in many rural and peripheral areas, that at the same time are partly perceived as wilderness by tourist since the return of the wolf.

Local understanding of climate change: social representations of climate change in regional newspaper press of Southern Savonia region in Finland

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This paper presents a qualitative study of climate change related articles from two Finnish regional newspapers. The articles were analysed in the framework of social representations theory for common sense understanding of climate change. Climate change was found to be understood through a metaphor, an anchoring, where climate change was compared to an illness, which has symptoms in the environment on both global and local levels, and also in people, through evoking guilt and worry. This found anchoring defined the representation and organized it contentually. Climate change mitigation and adaptation were the medicine tackling the illness. Mitigation defined Southern Savonia as a region, and was more apparent in the data than adaptation. The paper discusses the need for subsequent research on local understanding of climate change and its usefulness in engaging the public.

THEME 3. Rural economy and entrepreneurship

Rural economy is usually related to traditional industries and sectors such as agriculture, forestry, recreation and tourism, and innovations are very often incremental or organizational within the same lines, carried out by the same entrepreneurs; or entrepreneurship is seen upon as a black box. Nevertheless, can changing landscapes also make way for new rural economies and entrepreneurship? Can new industries and new modes of entrepreneurship operate "at the edge" and revalorize local resources and be seen as important and keys to growth within rural economic and cultural life? There is a need to explore such new industries and modes of entrepreneurship more and see how they can contribute to the advance of rural economy.

WG 3.1 Rural entrepreneurship: same, different or both?

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Does rural entrepreneurship differ from other forms of entrepreneurship, and if so, how? Rural entrepreneurs face many of the same difficulties as other entrepreneurs, such as accessing resources and overcoming the liabilities of newness and smallness. Rurality, however, may present additional specific challenges, as local markets may be smaller, transaction costs may be larger and financial and human resources may be limited. At the same time, rurality may offer sources of competitive advantage and unique values for rural entrepreneurs. Rural landscapes, places and communities can provide fertile settings for some new ventures and entrepreneurial activities.

For this working group we invite papers that discuss the nature of rural entrepreneurship. Themes may include:

- Whether and how rural entrepreneurs are different and/or similar to other types of entrepreneurs, such as urban, social, environmental as well as traditional business entrepreneurs?
- The rural entrepreneurial process; how do rural entrepreneurs make use of rural resources, create opportunities and create value?
- Rural entrepreneurs: What characterizes rural entrepreneurs, their motivations and the challenges they face?

Abstracts:

Vital welfare enterprises of rural areas

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The aim of this study is to introduce the vitality of rural welfare service enterprises and evoke the discussion about the rural location as a strength. The concept “vitality” could be understood, such as, competitiveness, success or continuity. The vitality is an essential element for enterprise’s operations, but often it has not been knowingly observed at all. This paper introduces the theoretical context of enterprise’s vitality and especially in the field of rural welfare service enterprises in North Karelia. Rural areas of Finland have a real contribution to the competitiveness of nation since about 90 percent of all are sparsely inhabited rural areas. Despite of the consequential scale of rural areas, these areas have special difficulties such as a notable unemployment, ageing and difficulties with the transportation and logistic. The vital entrepreneurship of sparsely inhabited areas maintains the diversity and efficiency of areas and its industries, and sustain the satisfaction and employment of its population. This study has been carried out with mixed methods. The background data were collected from quantitative questionnaires addressed to all welfare service entrepreneurs in eastern and north-eastern Finland. This questionnaire also included open-ended questions, which have been analysed by qualitative methods. Limited company as the form of business seems to be one factor that enhances functions of enterprises. It brings more orderliness to company’s every day functions and helps to get over challenges of business. Moreover, the entrepreneurs valued their rural location and the location has been chosen due to various reasons, such as, practical, economic and personal reasons. Moreover, the location has been also understood as a vitality element. Other notable vitality elements were professional skills, entrepreneurial attitude, and personnel. The entrepreneurs were satisfied with their enterprises and developed them with the patient and deep involvement. The paper in hand will contribute to the small business research by reviewing the concept “the vitality of enterprises” in rural areas and introducing the strengths of rural enterprises.

Working with affection: animal husbandry as a form of rural entrepreneurship

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Working with animals often involves emotions, and this is also the case in cattle tending. In this paper, I will discuss the representations of affects in animal husbandry in written narratives collected in a public writing competition. The writing competition about the cow was arranged in 2004 by the Finnish Literature Society and the Union of Rural Education and Culture. The writing competition material contains numerous different viewpoints to the cow, written from the perspectives of present-day as well as former cattle tenders.

The wider frame of reference of this study deals with the urbanization and industrialization of Finnish society, which have changed the cultural meanings of cows and animal husbandry substantially. Since the 1960s, the structural change in agriculture has decreased the number of farms and people working in animal husbandry, and the decrease of dairy farms has been exceptionally rapid. At the same time the farms have expanded in size. Despite this development, also the present-day cattle tenders seem to emphasize emotional relationships to their animals. I will argue that part of this emotionality originates from the corporeality of the work. Cattle tending requires close contact with the bodies of the animals, and, in fact, the animal body produces the output of the farm. It has been suggested that bodily contacts with farm animals contribute to positive emotional relationships with them. Also the fact that dairy farms in Finland are still mostly family owned has an influence on the emotionality of the work: people are attached to the farm and land they have inherited, and, in addition, the farms are usually managed by couples, who also work there together.

Mixed embeddedness and rural entrepreneurship

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Entrepreneurship is a key driver of development in rural areas. Studies have shown that in-migrants and returnees are overrepresented among rural entrepreneurs, and that their entrepreneurship might be more important for local development than local entrepreneurs at least in terms of economic value creation. It is likely that the reason for this lies in the importance of embeddedness. Studies have shown that local embeddedness is a source of

opportunities for rural entrepreneurs, yet also indicate that being overly embedded can inhibit entrepreneurial activities. It thus seems that a form of mixed embeddedness, of the kind that in-migrants and returnees are likely to embody, is conducive to entrepreneurial activity.

In this paper we explore the nature and function of mixed embeddedness of rural entrepreneurs. We do this through a qualitative multiple case study of rural entrepreneurs in the Nordic countries.

Preliminary results suggest that mixed embeddedness is in fact important and that this may be the reason for the overrepresentation of in-migrants and returnees. Furthermore, it seems that mixed embeddedness enables a bridging of social and spatial contexts.

The particularities of rural tourism entrepreneurship

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The presentation is concerned with an ongoing study on rural tourism entrepreneurship. The theme is approached from the viewpoint of those who organize tourist and leisure activities. Thus the study looks at tourism as work. In this work, countryside and one's own skills are commercialized to provide a livelihood for the entrepreneur in a rural environment. The entrepreneurs' task is to offer their customers rest, traditions and feelings of nostalgia and/or adventures, nature and new experiences.

In this presentation the emphasis is, firstly, on the emerging concept of rural tourism or travel, i.e. how some elements around an enterprise idea become accounted as rural and what is included under the terms rural and tourism by people involved in rural tourism, such as entrepreneurs, visitors and authorities. An interesting question is, what difference does the rural make in enterprising and in tourism?

A quick answer is that the rural makes many different differences. In addition, there are other disparities between firms, entrepreneurs and customers, so it is not only rurality that makes rural entrepreneurs special, neither is it only the line of business that makes tourist entrepreneurs special. Besides, rural and tourist entrepreneurs are also similar to other entrepreneurs in many ways.

Based on this pondering of what makes rural tourism entrepreneurship special, this presentation deals with, secondly, what does it mean to be a rural tourist entrepreneur? The labor of those entrepreneurs is characterized by, for example, hosting guests and using one's own personality, emotions, gender, sexuality and the aesthetized rural environment in this work. It is researched, how entrepreneurs commercialize the cultural and physical countryside, supposedly in ways which do not conflict too much with their own values,

and how they use themselves to produce right mood in customers. Tentative analysis is based on a few case studies.

Its 'life-style' Jim, but not as we know it: classifying rural business by start-up motivation in the North East of England

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The rural economy is: 1. the province of primary 'traditional' production by farmers, foresters and artificers, 2. composed of 'life-style' businesses that, 3. are run to keep the family together, 4. avoid unemployment or, 5. provide a supplementary income during retirement. 6. They are not entrepreneurial. These are common assumptions regarding rural businesses. Despite the weight of scholarship that has challenged or confirmed these assumptions, there is no clear picture as to how these characteristics relate, or indeed if they are exclusive. A typology based on start-up motivation would be instructive in understanding how these assumptions / characteristics fit together. Whilst such typologies have been created for the general case, typically defaulting to urban, we argue that the distinctive nature of rural business will produce a clear typology. Using a survey of 957 rural businesses, this paper explores the start-up motivations of rural businesses, in the context of the North East of England, examining how they relate and how they cluster into exclusive segments. This provides a clear picture of type of rural business, providing clarity for future research and facilitating the targeting of start-up support. In particular the results challenge the separation that exists between 'life-style' and entrepreneurial businesses, finding that 'life-style' start-ups are typically entrepreneurial in their exploitation of opportunity.

Understanding growth in rural business

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Each year a considerable amount of money is channelled to rural development in Sweden and the rest of the EU. A large part of this funding is used to develop new businesses and to encourage growth within existing businesses. The reason for this particular political focus is to a great extent the strong connection shown by research between entrepreneurship and

employment. Researchers have however mostly focused on the early phases in business development and there is a lack of knowledge regarding the later stages of development and growth in the life cycle of rural businesses.

As a first step in the process of enhancing the knowledge of growth among rural businesses a full and clear picture of the status of the field is needed. This paper therefore aims at mapping out the research field of growth among rural businesses. A literature review covering relevant academic articles in the field will be conducted and a summary of the current status provided. The review is limited to the six highest ranked academic journals in the research field of rural entrepreneurship, but covers both quantitative and qualitative approaches. A discussion elaborating on gaps in the current knowledge base will be provided and finally potential areas for future research will be presented.

Rural entrepreneurship and the frames of agency

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One alternative to approach the issue of rural as an epithet of entrepreneurship is to analyse it in the light of social science theorizing of agency. Agency, as well as the agency-structure debate, is widely recognized to be among the key concepts in explaining and describing entrepreneurship. At the core of the agency construct is the idea of agent as an actor who makes things happen. There are, however, two different frames for making sense of this agency: the executive frame which builds on the question: “on what condition the agent makes things happen?” and the principal frame which answers the question “for whom (or for what) the agent makes things happen?” In the paper I outline and discuss these two frames as viewpoints for approaching the question of defining and conceiving the (socially and culturally constructed) nature of rural entrepreneurship.

Rural development and new forms of entrepreneurship – the concept of integral entrepreneurship

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Usually, entrepreneurship is perceived as an isolable function that can be analyzed independently of the local context. In a rural context, by an unexamined comparison

with entrepreneurship in urban areas, it is clear that the rural areas become losers. But the question is whether a lens of entrepreneurship that takes account of new spatial development theories, including place-space relations, will lead to different results. This paper presents the results of a larger analysis of entrepreneurship in six rural communities in Denmark.

The results reveal that there are many entrepreneurs who can only be comprehended by using lens and other methods than the conventional. They are called integral entrepreneurs, because they integrate settlement and the new business, the new business and local community, the local and the extra-local and adapt to/overcome the local conditions, using ICT and their networks. They are actors in the 'glocal' universe. They are resourceful settlers and set up new types of businesses to the local areas (local innovation). To them access to nature and local heritage is the main driver! Very often they are unknown of the system – they are not visible and alike ordinary companies – but also they themselves do not recognize the system. If this mismatch could be remedied, the existing might grow and many more might unfold as rural entrepreneurs. Several surveys show that many would like to move to rural areas but don't do that for several reasons, among others because of the need of occupation. By focusing on the opportunities of shaping their own profession and refining frameworks many more might settle and set up new economies in rural areas and follow this track.

Organizational innovation in Finnish rural middle-sized firms

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In the literature on organizational innovation, the concept of high-performance work systems (HPWS) has gained a prominent position. A collage of evidence suggests that HPWS and their innovative workplace practices can increase performance, primarily through the use of systems of related practices that enhance worker participation, make work design less rigid and decentralize managerial tasks. The essence of the HPWS argument is that certain groups of management practices generate superior performance outcomes for firms by mobilizing greater discretionary effort from employees. That is, rather than driving labour harder through compulsion or via the dynamics of peer pressure, using HPWS can stimulate greater voluntary effort. If workers are offered work conditions of relative autonomy along with opportunities to participate in work decisions and to utilize real skills with different material and intrinsic rewards, their job satisfaction will increase. This, in turn, is likely to translate into greater employee effort for the benefit of the firm.

However, several studies have shown that innovative practices are surprisingly little and sporadically imitated, diffused and learned. In this paper we contribute to this discussion by analyzing differences between rural and urban firms in Finland. It is often argued that rural firms are lagging behind in the introduction of innovative practices. In the paper the adoption of innovative practices is compared between rural and urban middle-sized firms. It is asked, how rural and urban firms differ in their adoption of single practices and systems of practices, adopted in bundles of practices in the Finnish firms. The study is based on the questionnaire sent to all Finnish industrial production facilities employing more than 50 employees. A total of 191 questionnaires were returned, and the response rate was 31 per cent.

The importance of forest ownership for the competitiveness of micro businesses in rural areas

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Many Swedish municipalities, not least in sparsely populated areas in the interior of the North, continue struggling with decreasing population numbers, narrowing labour markets and unemployment. More recently there has been an increase in the starting up of new businesses, and there are expectations that this will generate a potential for local and regional development and strengthen the local labour markets. However, the long-term viability and the de facto economic importance of these new businesses are often rather poor. This research aims to analyze the importance of ownership of areal resources, e.g., forest properties, for the competitive strength and survival of businesses. Focus is on micro businesses in sparsely populated areas, remote from major population centres. A working hypothesis is that businesses whose owner also possesses forest holdings are more viable because of the different resources (resource transfers in the form of capital from cutting or mortgaging as well as other values) that the forest holding may provide. At least in the case of small businesses, it may be expected that forest ownership contributes to economic stability and resilience to economic fluctuations. The empirical study is based on official, annual register data comprising all micro businesses (<10 employees) in the neighbouring municipalities of Vilhelmina, Doretea, Åsele, Storuman and Lycksele, in Västerbotten county in Northern Sweden. The following research questions are analysed: i) Are micro businesses whose owners also possess forest holdings more competitive compared to businesses whose owners do not; ii) What is the importance of forest ownership for the risk that the micro business is discontinued, does forest ownership

increase the probability of enhanced competitiveness, or is the possibility of resource transfers associated with slower development of productivity and long-term profitability; and iii) To what extent is the type of activity of the business associated with forestry or related activities?

The rural economy in times of crisis

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The rural economy is like most other economic settings, it has its advantages and disadvantages to the people and businesses located there. The different advantages and disadvantages between economic settings may be difficult to quantify, but the financial crisis may present a good opportunity to do so. When the financial crisis hit the Danish Economy, it did so by infecting all financial institutions and then spread to industries depending on banks' goodwill to lend and extent credit. As rural economies usually is less dependent on capital as a production factor, and more on land and crop prices, you would expect rural economies to be less affected by a financial crisis (although the tsunami may still be lurking in the horizon). To highlight the economic differences between the rural and more urbanized economies, this paper examines how the financial crises has affected different geographic areas in Denmark by examining the locational effects of the crisis on education choice by linking choice to the regional job market and prevailing business structure. As education choice is affected by many different sources of both a more general nature, as well as of a more local nature, locational differences may be seen as an indication of the rural economic well-being at times of crisis.

WG 3.2 The role of primary production and food processing in rural development

Convenors:

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While (post)modern livelihoods emerge in rural contexts, one of the basic roles of the rural areas is still primary production and related food processing. Recent patterns of primary production and processing include growing collaboration across intensive and extensive production modes such as organic farming as well as life science research. This workshop deals with trajectories of these collaborative developments and their contributions to rural livelihoods and development. Particularly we are looking for innovative farming and food processing methods as well as products, which show new options of this extensive co-operation and networking for rural businesses. The workshop will investigate product development regarding items such as organic vegetables, wild berries, herbs, organic milk and honey. The workshop connects two main topics: life sciences and socio-economic sciences.

Abstracts:

On the way to the collaborative business relationship – trust and commitment related factors in producer-processor relationship

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Farms live nowadays in the dynamic environment where the role of management of business relationships increases. The success of business relationships depends on how trustful and committed partners are to each other. Indeed, what are the factors affecting trust and commitment in agribusiness relationships? Several researches, such as Kwon and Suh, Morgan and Hunt, Zineldin ja Jonsson, claim that trust is a necessary prerequisite for commitment and that trust is created in combination of communication and satisfaction with the relationship. The primary purpose of this study is to examine the factors affecting trust and commitment in the context of food business relationships, particularly in the business relationship between the Finnish turkey meat producers

and a turkey processor. The answers to the structural questionnaire were collected by turkey meat producer and a total of 39 valid answers were received out of 50 (78 %). A stepwise and enter regression analyses were used to estimate the key factors of trust and commitment. The results show that the producers' trust in business partner is highly affected by communication, the opportunistic behaviour of the business partner and the overall satisfaction with business relationship. Furthermore, commitment to the business relationship is strongly related to trust, supporting the hypotheses. However, it is highly recommended to duplicate this study in other contexts to verify the model and findings. In this study, the implications for food chain participants and other stakeholder groups are discussed to further emphasise the research on trust. This paper provides complementary insights into the challenges that business relationships face while managing the business relationships. The conclusion is that business partners trying to achieve high trust and commitment in collaborative business relationships should create high satisfied relations, increase communication and decrease their opportunistic behaviour. Especially the role of communication is significant. The results can be used to recognise and analyse the dynamic and asymmetrical contexts of business relationships and build the competitive advantages of businesses. Trust can actively be used as a tool to distinguish a business from its competitors. Indeed, this research increases understanding about the key factors affecting trust and commitment in an asymmetrical food business context and offers ideas how to improve and create collaborative relationships in various environments.

The role of small food processors in asymmetrical business relationships

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From the relationship marketing point of view, one of the most critical factors in a business-to-business context is to be able to establish, maintain and nurture long-lasting relationships with business partners. There certainly are many critical features that are required, but maybe one of the most critical is trust, as a certain amount of trust is needed in order to establish a relationship in the first place. Trust is usually strengthened in long-term relationships and it gradually leads to higher levels of loyalty. However, there are some marketing relationship dyads in which a power asymmetry exists and trust is not inherent, as is often the case in relationships between a small food processing business and its larger customer.

Relational capabilities can also be identified as a source of competitive advantage. Relational capabilities refer to a company's capability to continuously interact with other companies and share significant knowledge. They can be defined as superior skill(s) to

manage resources shared between companies. Relational capabilities are steadily created as a result of a lasting relationship between two or more companies.

It is rather common for small businesses to be involved in asymmetrical business relationships. An asymmetrical relationship means that there is an imbalance in one or a few characteristics between the partners involved. Usually asymmetry is based on size difference between the business partners, for example a business relationship between a small business and its large, and usually powerful, customer/supplier, is a good example of a such situation. Asymmetry in relationships may present various problems, ranging from operational issues to building and developing trust in business relationships, as this is a fertile ground for ambiguity and misunderstandings. Therefore research in asymmetrical settings can bring valuable information for the small business management.

Rural sustainability and food production under the farmers' point of view: case studies from Finland

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Governments are increasingly concerned about the coherence of agricultural and rural development policy. As well, policy makers need further insights in order to understand the links between agriculture and rural economies, and the different role played by agriculture in OECD rural areas. This research project focuses on two main aims. Firstly, what is the potential contribution of small farming to rural sustainability (including its social, economic, cultural, environmental, and institutional dimensions) under the farmers' point of view? In such regard, to what extent Finnish legislation and policy-making define and support small agricultural holdings in terms of property controls and regulations, farm diversification and financial support? As for the second aim of the research, what are the potential means to improve the farmers' socio-economic position within the context of food production? The research project contributes to a better understanding of the relation between agriculture and rural development, as well as to link agricultural and rural policies, land management, and food production in a coherent whole. Within Finland, two case studies will be investigated: the region of North Karelia, whose role in the national economy has been traditionally based on the production of raw material for the forest industry, and the region of Southern Ostrobothnia, where agro-industry is fairly strong in the Finnish context.

Agri-food production systems as part of the experience economy – The innovation and staging of culinary experiences of the island of Bornholm

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The cultural, storytelling and consumer experience dimensions of food have been used as case in numerous studies within research dedicated to topics such as tourism, travelling and leisure, the experience economy, marketing, shopping, and consumer cultures. However, within research fields dedicated to agri-food production systems, the discussions about ongoing, possibly paradigmatic changes have very rarely been conceptualised in terms of an 'experience turn'. Indeed, a range of aspects related to the experience dimensions of food have been studied such as 'commodification' of local cultures and culinary resources and the growing importance of producer-consumer interaction and production-site facilities for visiting customers. But overall, research analyses on food provision systems explicitly using the experience economy and related concepts such as 'staging' as a theoretical framework are very rare.

This paper illustrates and discusses the implications of the 'experience economy' for businesses and rural areas by use of an empirical case study about the knowledge dynamics involved in the innovation and marketing of culinary products from the Danish island of Bornholm. The concept of 'territorial staging system', exceeding the business level in focus of Pine and Gilmore, the fathers of the concept of the experience economy, is outlined, further elaborated, and used for an empirical analysis of producer staging in three different but interconnected contexts or arenas, 'firm', 'network', and 'policy'. The case study shows the significance of nontechnological, socio-cultural, discursive knowledge dynamics, here phrased 'symbolic knowledge', for the formation of cultural meanings and common conventions regarding experience and authenticity-based products, complementing the role of scientific and engineering types of knowledge that are applied in development of functional assets of products and technologies and usually emphasized in innovation studies. Finally, the implications for rural development of the emerging experience economy and of the growing role for economic innovation of 'symbolic' knowledge, are discussed.

The practices of localization of Finnish food system

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The localization of the food system has been embraced as a solution to the problems of the modern industrial food system, e.g. the problems with food safety, environmental degradation, or livelihood of peripheral rural regions. Also in Finland almost all the key actors of the food system have recently emphasized the advantages of alternative or local agro-food networks. The localization of the food system has been advanced also by several public-funded projects and by some non-governmental organizations (NGOs). However, despite that currently such many activities under the “local food” are conducted by these actors, this does not necessarily predict radical changes within the food system.

The analysis of the Finnish organizations promoting local and alternative agro-food networks reveals that the history and the mission of the organization as well as organization's current position and role as a part of the conventional food system are highly important factors determining organization's practices and politics of food system localization. Firstly, NGOs highlight the importance of very strong localness and alternative agro-food networks, such as home gardening, urban farming or food circles. Secondly, public-funded projects and public sector organizations emphasize the promoting of local or regional food networks, traditional food cultures and short food supply chains. Thirdly, agricultural organizations highlight the protection of Finnish agriculture and food processing, and tend to see “local food” as a mere marketing slogan for Finnish food. Thus, this study seems to indicate that the localization of the food system may mean promoting new innovative methods of producing, processing and distributing food, but this is not always the case. Especially the organizations close the ordinary agriculture and food system are rather cautious to confirm radical reforms and challenge the current, conventional food system.

An overview on the EU quality scheme system in Finland and the Finnish protected products - Can geographic indication (GI) activate the rural development in Finland?

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Since 1992 the European Union (EU) has expanded the Protection Register for geographical indications for agricultural products and foodstuff as an instrument of an active quality policy. The first Finnish product, Lapin Puikula was registered in 1997. Although there are only eight products in Finland in the GI system today, it is still the highest number among the Nordic countries and one can say that the whole system and its benefits are quite unknown in Scandinavia.

Although there have not been reported clear benefits from the GIs, they could still build great symbolical value for the region and a good competitive advantage in the future. Potential new Finnish GI products could be e.g. in the bread or fish product groups. Producers do not have the resources to market the GI label and it is not even seen as their mission, therefore there is clearly a need for higher investment in the promotion of GI systems on the national level as well as higher appreciation of food and Finnish food culture. The economic statistics according to the Finnish GI products is very scarce and there is a need for the basic research.

This paper is based on the research which aim was to explore the status quo of the EU quality scheme system in Finland vis-à-vis the situation in other European countries. In focus was also to evaluate the meaning and the possible benefits of the system for the producers and local economy. The research was based on the interviews of the Finnish application groups within the EU quality scheme system and GI labels. The data was obtained using semi-structured questionnaire.

Expected regional economic impact from a deregulation of the Swedish Salmonella Control Program

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The purpose of this study is to estimate the economic impact that can be expected from a deregulation of the Swedish Salmonella control program. The consequences are divided into direct effects within the primary meat- and dairy sectors, and indirect effects likely to occur in the rest of the economy (both upstream and/or downstream). In this study, we place great importance in the geographic differences in localization patterns both in terms of expected infection patterns of cattle in an endemic situation in Sweden and the geographical distribution of “related activities” (up- and downstream in the value chains). In the empirical analysis we use a regional development model (JRUM) developed by the Swedish Board of Agriculture using Input-Output (IO) tables, calculated at the regional level. Furthermore, in this study we have in a simplified way made an attempt to identify the geographical disease spread patterns of the Salmonella infection, which can be expected to appear in the country if the Salmonella control program (for cattle) were deregulated. The pattern shows that areas with large numbers of herds and animals, and where there is a large proximity, or accessibility to other areas with concentrations of herds and animals, probably also will have a larger amount of animals infected with Salmonella. The results of the calculations made in this study indicates that we can expect economic effects equivalent to nearly 170 million SEK on an annual basis compared with the current situation.

Communicating the locality of food products in the context of tourism

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Local food can play a significant role in rural tourism, because it appeals to the visitor's desire for authenticity within the holiday experience. However, the obvious additional value that local food offers to the region can be poorly utilized. Thus, the essential questions are whether, tourists recognize local food products during their visit and as they shop, and if not, how can the locality of the products be communicated to tourists.

There is also a need to analyse, how food producers could better utilize the concept of locality in their marketing in order to enhance their business development, possibly even opening new markets for export. Improving the communication of local food products to tourists as a part of the holiday experience may also eventually support regional economic development.

A structured questionnaire survey (N=122) was carried out, which was aimed at Russian tourists travelling in the South Savo region. Prior to the questionnaire, qualitative, semi-structured interviews (N=14) were conducted with the Russian tourists. These interviews formed the basis for the phrasing of the questions for the survey. As a result, the need for marketing of and communication about local products became obvious, because these products were not well recognized at the food stores. Among the labels and brands showing the origin of the product, the Hyvää Suomesta –label (“Good from Finland”) was recognized surprisingly well. More than half of the respondents identified this label. Altogether it can be stated that Finnish food products were widely valued and trusted. The prevailing perception was that the Finnish food industry, retail suppliers and food safety control have a significant role in guaranteeing food quality.

The research is based on the project “Communicating Environmental Friendliness and Locality of Food in the Context of Tourism”. The objective of the project is to study and evaluate what kind of perceptions Russian tourists have of local, organic and environmentally friendly food supplies and food services.

Sustainability strategies in organic dairy farming: fusing of eco- and bio-economies

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Organic dairy farming has been understood to exemplify one of the main primary production lines of sustainable food system, offering organic raw milk for various processed products. Yet, after some decades of organic dairy farming, the sector is still not particularly well understood by Finnish consumers. This can be deduced from the market share of organic milk, which does not seem to reflect the benefits this production mode entails for farm economies, animal welfare, food safety and security. Although organic farming has been identified to represent eco-economy by its technologies and social organization, it has been leaning on developments aligning with bio-economies through increased application of technologies and industrial organization. In spite of the fluctuating limitations and struggles in processing, marketing and selling organic milk

products, the sector seems to meet ever new challenges while increasing its ability to combat environmental impacts such as climate change and eutrophication.

This paper deals with the development of organic dairy farming as a localized fusion of eco- and bio-economies, looking for novel sustainability strategies developed by organic dairy farmers. The data is collected in south-eastern Finland in two phases during 2004 and 2009. The organic dairy farmers were interviewed in terms of their current activities and future business plans. The data was analysed against the background of characteristic features of eco- and bio-economies. The results indicate that rather than following just one line of particular economic style, the organic dairy farmers seem to fuse these two styles and implement rather more than less complex sustainability strategies. Their efforts exemplify the continuous progress of organic farming in terms of sustainability; however, they would benefit from more customized support for bio-economic applications by regionally based research institutes.

WG 3.4 Cantering at the Edge: Encounters between humans and horses in the rural

Convenors:

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The growth of equine sector in the past few decades is a multi-faceted phenomenon that can be traced back to the transformations in human–horse relations as part of the new role of animals as companions and in leisure activities, and to the significance of nature-related activities creating new forms of rural–urban interaction. These developments are seen across all Nordic countries, resulting in both diverse rural entrepreneurship and the increase of horsekeeping for leisure purposes. In the emerging field of equine research, these phenomena are being investigated from socio-economic, geographic and cultural viewpoints, as well as health and education perspectives. Further, researchers in the Nordic countries are at the forefront of this research. In this working group, presentations are welcomed which look at the encounters between humans and horses in mainstream and equestrian lifestyles, the rural and the urban, history and the present, and the empirical and theoretical.

Abstracts:

Happiness and the domestic contract in the human-horse relationship

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In 2000, Larrere and Larrere presented the idea of a fictional domestic contract between humans and animals, suggesting that the relationship between humans and animals is based on mutual obligations and responsibilities. The responsibility of the human is to take good care of the animals who, for their part, serve the human in the task they are kept for. In this paper, I investigate the idea of the domestic contract in Finnish equestrianism, and the possibility that within this contract, there is a promise of happiness for the owner of the horse. The key question is, what will happen to this promise in case of a breach of contract. The material for this paper consists of interviews of riding horse owners,

magazine articles and internet discussions. The data was collected in 2007–2009 and analysed using discourse analysis and content analysis. According to the study, there are signs of a domestic contract in present equestrianism, in which the task of the human is to take care of the horse whose purpose is to perform. The abuse of the horse is seen as a breach of contract from the part of the human, but the contract is also broken if the horse resists the human to the extent of a conflict in the human-horse relationship. The breach of contract from the part of the horse can be understood as refusing the supposed happiness inherent in the relationship. The horse becomes an affect alien, because it does not find the relationship with the owner, e.g. The experience of being ridden, to be as promising as the owner does.

Urban demand in constructing a new rural economy: A study of children and adolescents as clients of equine businesses and women entrepreneurs as providers of services

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Equestrianism plays an increasingly important role in several rural areas in Europe, and thus contributes to the development of a new rural economy. This study investigates the potential of the equine business as a driver of rural economies in different types of Finnish regions.

Riding is predominantly a female activity in Finland with over 90 per cent of riders being women and young girls, and also a substantial proportion of the entrepreneurs in the equestrian businesses are women. Thus both equestrianism and related entrepreneurship can be seen as feminine fields of action. In this paper, the main research questions are:

(1) Which factors condition the development of equine business, typically run by women, in different rural areas?

(2) What are the preconditions for, and constraints to, a lasting attachment of horse riding children and youngsters to rural milieus and rurality?

The study utilizes structured interviews (10–18 youngsters), questionnaire surveys (persons with former experience from equestrian sports), theme interviews (entrepreneurs in equine businesses), and blogs and other internet-based material (entrepreneurial networks in equine businesses and sports).

Institutionalization of animal discourses – a case study on long-distance transports

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Animals and animality are conceptualized in many different and contextually varying ways, a process which can be seen as a discursive practice. In turn, these discourses are institutionalized and projected in textual forms e.g. in legislation, research publications and public debates. This process of institutionalization is a way of materializing different animal discourses. Another way for these discourses to materialize is when the institutions are transformed into concrete practices for keeping and treatment of animals. Since the relation between practices and institutions is reciprocal, practices, e.g. discourses, have the potential to change the institutional setting of animals. It should be noticed that in this context institutions are understood as both formal and informal norms steering human behavior.

This paper explores the conceptualization of the animal through a case study of the various discourses on the long-distance transportation of horses. The concepts of discourse and institutions form the theoretical basis of the study. By presenting a comparative case study of a various judicial, scientific and popular texts related to the long-distance transports of horses, this paper seeks to 1) examine and compare different animal discourses and conceptualizations within the case study and 2) investigate how these discourses are constructed and thus institutionalized through argumentation and rhetorical tools.

This study has three central aims. First, it seeks to participate in the general discussion concerning the definition of an animal when expressed in the contexts of law, science and political activism. Second, it will also explore the question of the relations between law, morals and science in general. Third, it will illustrate the role of institutions and discourses in animal related practices.

Working with Nordic native breeds: horse tourism as a strategy to preserve and develop native breeds across the North Atlantic

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Each nation across the Nordic region has its own native breed horse (the Icelandic, the Faroese, the Fjord and Nordland/Lyngshest, the Gotland, the Finnhorse) which is a cultural heritage product driven by the need to live, and wrest a living from the land in the places where they were bred. As such, the story of the native breeds is the story of the people and the land on which they lived.

A key issue with native breed horses is their general decline since the rise of mechanised farm machinery and transport. Native breed horses flourished in their native homes because they were bred to have the optimal qualities – whether strength, endurance, efficiency, resistance to climate, etc – needed by people to make a living in their native environments. In other words, there was an economic imperative to the production of these horses, and their replacement with tractors, cars and trucks meant that this has disappeared. This is reflected in the upside-down U-shaped graph of horse numbers, which, for nearly all breeds, suffered precipitous declines by the 1950s. Some, indeed, became (and are still) at risk of extinction as a result. Others, such as the Icelandic horse, flourished because alternative economic imperatives were found to support breeding them. A large part of that Icelandic response has been horse tourism, which is highly successful there.

Riding Native Nordic Breeds is a NORA-funded project which looks to build links and business development across the North Atlantic, and has partners in Iceland, the Faeroes Islands and Western and northern Norway. It looks to native breed tourism as a way to produce economic imperatives to allow these valuable breeds to flourish. The project looks at native breed tourism in locations with three scales of development – macro (Iceland), meso (Norway) and micro (the Faeroes). This presentation will summarize the initial findings in the first year of the project.

WG 3.5 Farm succession and recruitment to agriculture

Convenors:

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Achievement of farm succession is crucial for the maintenance of active farms and the future of agriculture. A general trend is a decrease in number of farmers and farms and increase in size of farms. The majority of farms in the Nordic countries are run as family businesses and succession within the family is the main pattern. The major structural changes in agriculture will therefore continue to be connected to life cycle factors and as such to succession. A focus on farm succession will therefore clarify central challenges for the future of agriculture. Farm succession involves factors concerning juridical rights and duties, agricultural policy, economy, management of land/nature, lifestyle, family relations, gender, identity and tradition. The role of agriculture in the local community (e.g. status) and in the public opinion (e.g. media coverage) might also influence on potential continuation of farming. The geographical context and how agriculture is connected to rural development and regional policy are also issues with importance for recruitment to agriculture.

We invite papers that discuss different aspects of farm succession processes for the future of agriculture in the Nordic countries. We encourage comparative and/or Nordic perspectives, but more locally based studies are also welcome.

Abstracts:

Resourcing children in changing rural contexts – an intergenerational study of farming fathers

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Despite an abundant literature on fathers and a growing international research interest in men's combination of work and family, there has until now been limited research on men's father practices in contemporary agriculture. Historically, it has been pointed out that fathers in pre-industrial society were more active in child fostering due to home and

work not being separate spheres. This paper will study two generations of farmers and their practices as fathers. We are interested in how father practices have changed over the last generation on Norwegian farms.

Results show that anticipated farm succession and father practices interact. The older generation practiced fatherhood in accordance with the expectation that their children should take over the farm and become farmers in the future. Thus, their father practices were aimed at preparing their children to become farmers, something that has been called an apprenticeship model of fathering. This model is only possible when children regularly are exposed to their fathers' daily work. Fathers in the younger generation practiced child-care more in terms of the contemporary norms of 'new fatherhood' and 'intensive' parenting. Their view of fathering and children's best was to see that their children became good members of society and the rural community in general, something that implies encouraging skills and competences that are generally demanded in late modern society. Even if they did not communicate an expectation that their children would take over the farm, the younger generation of fathers and children demonstrated their ties to the land, but in a different way than the older generation, mostly through sharing spare time activities connected to nature and the wilderness.

The paper is based on interviews with two generations of farming fathers in mid-Norway. The oldest generation was born in the 1940s and the youngest (their sons) in the late 1960s and early 1970s. Five fathers in each generation were interviewed about their work and experiences as fathers. The paper deals with father practices when the children are beyond the infant stage.

Young farmer's future strategies in a transforming sector

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The number of Swedish farmers is rapidly declining and many farms do not have a successor. This is problematic as agriculture is expected to satisfy an increasing number of needs, e.g. food, energy and a cultural landscape. This paper adds to earlier research by combining the theoretical framework of individual resilience with the body of literature on entrepreneurship, generational change and gender. The study is based on focus groups with students from an agricultural college, meetings where these students discussed their occupational future with established young farmers and semi-structured interviews with young farmers. With such a methodological approach we wish to gain more knowledge

on what room for maneuver the young students have when they plan their future farming. We analyzed our empirical work according to three themes: the farmer as entrepreneur, the role of tradition and the structuring effect of gender. We use the concept of occupational resilience and argue that resiliency is to balance and negotiate the individual plans within these thematic frameworks. The students had clear visions of how they would like to run their business, involving adaptive as well as challenging practices.

Changes, challenges and ambivalence in family farm succession in Norway

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Farm succession is a critical point in the development of agriculture as changes in the production, including shut down of production can be a result of new owners taking over. In Norway it is a political aim to have agriculture in all parts of the country and increase the value production. However, there is in general and decreasing interest for taking over family farms which is even more decreasing in the more peripheral areas. Family farm succession is a process influenced by the interplay of factors related to place, family and farm/farm production. Family farming succession can be considered as a process strongly influenced by traditional elements where the value of family continuity on the farm is central. Changes during the last generation concerning these factors influence the decisions, considerations and meanings of family farm succession. At the same time there are continuities. Family farming and agricultural production are challenged by the demands for increased efficiency and profitability, by the ideals in modern society concerning the individual free choice and the tensions between rural and urban areas. Therefore it is interesting to get knowledge about how involved actors talk about different aspects and challenges related to farm succession. On the basis of interviews with farmers and potential farmers in different regions in Norway and in different phases of the succession process, we want to explore some of the challenges, values, priorities and ambivalences related to family farm succession which are revealed in the stories.

Sense and sensibility - A troublesome right to farm?

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The situation in the Norwegian agricultural sector is the same as in most of the developed countries that there has been a significant drop in the number of farms and farmers. The average age of farmers is high and recruitment to the disciplines of agriculture and natural resources in secondary schools is low. Agriculture's worst nightmare would be for many talented and dynamic users to leave the industry, while the most knowledgeable and creative young people choose not to go into it. Primary agriculture could be left with those who have the least potential for development and those who can't find any way to leave it. In this paper recruitment to agriculture is discussed. Is agriculture getting the recruits it needs? Based on farmers' own assessments of these questions, we can say that they are in a position between the traditional and the modern. It is obvious that it is important for agriculture to get out of old traditions by allowing new brooms in to sweep. Fresh thinking and new skills are a necessity in a transitional phase. At the same time, there are positive aspects of long developed traditions and carrying on skills that can't be learned or acquired at school. Sentimental value, personal pride and a moral responsibility to hand on the family farm in a good state are important driving forces that cannot be underestimated. But there is a trend towards the legitimisation of the right to question the way young people are recruited into farming. This trend will be visible among the generation of parents who will add new guidelines to the socialization process, and among the young people themselves who will absorb the modern trend by liberating themselves in relation to their own choices and decisions.

Types of family farms and associated challenges for business succession

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This paper explores types of family farms and associated challenges for business succession. Generational succession is a particular event which distinguishes family businesses from non-family businesses. Family-business continuity may be critical to the well-being of the family and to possible employees, and it is important to value creation and job creation in the community. Moreover, business succession is a prerequisite for a sustainable industry. This makes it an important research issue to increase knowledge about factors associated with succession success or failure.

To understand the challenges of succession, family farms cannot be treated as a unified group of businesses which shares the same set of challenges. There is a great stretch in farming operation types and volume; family structure, objectives and strategies; as well as community location, alternative employment opportunities, networks and social capital issues. These are factors that in major ways alter the challenges of business succession.

In the present research we apply a model which conceptualizes family business succession as a function of business-, family- and community-related factors, and empirically explore types of family farms. From this taxonomy it will be reveal particular succession challenges within types of family farms.

The empirical analysis will be based on fresh data on family farm succession. A survey among Norwegian farmers will be conducted in January 2012. The questionnaire is designed to capture information on business, family and community influences on farm succession. Principal component analysis and cluster analysis will be applied to distinguish factors and form clusters. The clusters will then be described and analyzed on succession issues.

THEME 4. Policies and politics of the rural

Rural and agricultural politics and policies increasingly open for new constellations in the rural development bringing new kinds of conflicts to the fore. A dilemma inherent to the balance of subsidiarity and common regulations emerges. Changing regional policies, the new CAP and welfare state regimes also affect rural areas. What concepts of rurality underpin these different policies? Are urban ideals and rural realities at variance in the policy formation? What are the new issues and edges emerging in rural policy formation and policy practices?

WG 4.1 What's new in the "new rural paradigm"?

Convenor:

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Economic development is good, entrepreneurship is good, innovation is good, tourism is good, local democracy is good. In fact, it is all good in the "new rural paradigm", abandoning old strategies and endless subsidies for innovation and investment in rural areas. But what are the general tendencies in the Nordic countries and what are the cultural and social effects of promoting certain cultural qualities of a region? What social risks are attached to promoting tourism in such a large scale? Do aesthetic changes and experience economy investments hide gentrification or alienation of certain groups? This working group invites all people – practitioners, consultants, public managers as well as researchers – working with the "new rural paradigm" to feed in to the discussion.

The "new rural paradigm", put forward by the OECD, recommends a shift from sector based management to cross-sector development based on local qualities as well as a change from subsidies to investments. Attached to this paradigm are different working methods, based on regional and local entities, and more or less following an ideology of bottom-up or joint-up approaches. The initiatives under the "new rural paradigm" is often praised and seen as best practice in rural development, but also bring about major social, economic, environmental and cultural changes.

Abstracts:

Candy town and the “new rural paradigm”?

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PANEL INTRODUCTION: Economic development is good, entrepreneurship is good, innovation is good, tourism is good, local democracy is good. In fact, it is all good in the “new rural paradigm”, abandoning old strategies and endless subsidies for innovation and investment in rural areas. But what are the general tendencies in the Nordic countries and what are the cultural and social effects of promoting certain cultural qualities of a region? What social risks are attached to promoting tourism in such a large scale? Do aesthetic changes and experience economy investments hide gentrification or alienation of certain groups? This working group invites all people – practitioners, consultants, public managers as well as researchers – working with the “new rural paradigm” to feed in to the discussion.

The “new rural paradigm“, put forward by the OECD, recommends a shift from sector based management to cross-sector development based on local qualities as well as a change from subsidies to investments. Attached to this paradigm are different working methods, based on regional and local entities, and more or less following an ideology of bottom-up or joint-up approaches. The initiatives under the “new rural paradigm” is often praised and seen as best practice in rural development, but also bring about major social, economic, environmental and cultural changes.

CASE STUDY: Candy Town, the small town which every summer produces almost every kind of candy for locals and tourists passing through. But what hides behind the sweet production and why is everything seemingly dressed in the 1950s?

Mapping the socioeconomic landscape of rural Sweden 2008 – Towards a typology of rural areas

Martin Hedlund, [martin.hedlund\(at\)geography.umu.se](mailto:martin.hedlund(at)geography.umu.se)

In the last century traditional rural sectors have experienced a dramatic reduction in employment, and in combination with other drivers of rural change such as globalization, depopulation and increased mobility rural areas are facing other problems and opportunities today than fifty years ago. The new situation for rural areas has been the subject of numerous research projects and one of the core conclusions is that

rural areas have developed towards increased heterogeneity. However, even though heterogeneity of rural areas is recognized in the literature there is no consensus on how to create a comprehensible typology of rural areas based on their socioeconomic content. Furthermore, when attempts have been made to create a typology of rural areas the geographic scale have often been large, possibly due to lack of detailed spatial data, which means that areas characterized as rural can contain several urban areas and vice versa. By drawing on located register data from the ASTRID database the purpose of this paper is to classify rural areas in Sweden based on their socioeconomic characteristics with the means of a cluster analysis. With this approach rural heterogeneity is sorted into manageable groups of more homogenous areas which allows us to draw conclusions about different types of rural areas. Preliminary results confirm that rural areas indeed are heterogeneous and that it is possible to identify interesting rural subtypes. Furthermore, the socioeconomic content of rural areas is highly dependent on their relative distance to larger urban nodes.

Convergence or divergence? The relationship between rural and regional development programmes in Sweden

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The ongoing transformations of societies have particularly affected economic, social and environmental conditions in rural areas, not least through change in value systems resulting in re-resourcing and commodification of the landscape. Changes include restructuring processes with a shift from traditional farming to multifunctionality, and other processes within the “new rural paradigm”. Through policy programmes targeting rural areas, governments aim to address the economic, social and environmental changes the rural areas are undergoing. One such programme is the Rural Development Programme (RDP) for Sweden 2007–2013 (Landsbygdsprogrammet) which is part of the European Union’s Common Agriculture Policy (CAP). The aim of the programme is to support the economic, environmental, and social sustainable development of rural areas through increased competitiveness and economic diversification, preservation and development of natural and cultural values of the landscape, and to improve quality of life. Rural development strategies are also incorporated in EU Regional Policy which aims to reduce the regional disparities in the EU. Structural Funds are important instruments in achieving this goal.

The purpose of the study is to examine the Swedish RDP and the Regional Structural Funds Programmes in Sweden which target rural areas, in terms of the rationale for the

programmes (e.g. how the programmes work, what the underlying theories/ideas are), actors and financing and how the programmes relate to each other. For example, do they complement each other or are they in opposition? Another objective is to examine how the programmes use the concepts of rurality, and then especially the concepts related to the new rural paradigm; different perspectives on rurality most likely influence the outcome of these programmes. The main method used is text analysis of policy documents. This study contributes to a deeper understanding of the implementation of rural development policy programmes and their role in social change.

Not seeing the wood for the trees? Post-productive places and hyper-productive space

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This paper develops a critique of how the concept of post-production is defined, and hence misused, in rural studies. Its existence is not denied but rather questions of degree and pattern are raised. Recent conceptualisations of shifts in rural development have been credited with revealing a post-productive transition, from a previous production-oriented, to a consumption-orientated stage of economic development. This notion gained momentum throughout the last decade in many European countries as an argument for the importance of tourism and recreation to rural economic development. Drawing on empirical data from the Swedish countryside this paper shows that even though there is a growing post-productive use of the land, the economic element of this tends to be concentrated in relatively few places while the traditional uses still occupy the majority of the rural space. Thus a fordist mode of production still dominates in rural areas but this is not necessarily reflected in numbers of employees in the agricultural sector, and hence not in population figures. The potential complementary union of post-production and hyper-production in terms of economic diversification, job creation and local social capital development is discussed while the conflict-prone intersection of these two modes is also acknowledged. Given the desire of growing urban populations to utilise rural areas for recreation and tourism purposes, and the tendency to marginalise traditional rural dwellers in policy formation, this paper is a timely contribution to the debate, showing the role of geography in clarifying the variegated levels of multifunctionality, from firm-level, to local places, to regional landscapes, in twenty-first century rural space.

The value added of LEADER to EU multi-level governance – the case of Denmark

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LEADER is a specific method for rural development initiated by the EU. It stands for: Links between Actions for the Development of the Rural Economy (LEADER; in French: 'Liaisons Entre Action de Developpement de l'Economie Rurale').

This article addresses the research question of what the value added of LEADER local action groups (LAGs) is to EU multi-level governance of rural and coastal development. The article exemplifies this by discussing the results of the Danish implementation of the LEADER part of the EU Rural Development Programme (RDP) and the Fisheries Programme (FP) 2007–2013. The argument the article makes is provided through the theoretical lenses of democratic network governance and multi-level governance, and is concerned with the outcome of delegation of power downwards in a vertical governance system.

Exactly in a system of multi-level governance, there is a long way from the official EU documents, which more or less theoretically determine the content of the LEADER method, to first the member states and then the governance networks, the LAGs, who are to translate the LEADER method into practice. There is an even farther distance to the project holders, who can apply for projects grants if the projects meet the LAGs overall LEADER strategies. Thus taken as a whole, it is not an uncomplicated task to implement the LEADER method and there naturally will appear differences countries and localities in between.

The paper is made up of first a literature survey on the relations between rural development, network and multi-level governance and second a case study based on focus group interviews with the boards and coordinators of five Danish LAGs. It concludes with an analysis of the Danish examples, leading to a summary of the most visible instances of added value, much of which is found in the process around selection of and support to projects, as well as enhance local involvement and new network connections within the areas rather than the economic returns from the projects themselves.

WG 4.3 Communities in steep decline

Convenors:

Thoroddur Bjarnason thoroddur(at)unak.is
Kjartan Ólafsson kjartan(at)unak.is

Many Nordic communities have suffered steep population decline in recent years, in some cases the decline has continued over an extended period of time. While many of these communities suffer from a steady decline in traditional extraction industries, others are dealing with the aftermath of a short-lived economic boom and others have experienced major negative changes in the natural or social environment. The proposed workshop will address various aspects of the challenges facing such communities and especially welcomes policy-oriented papers on:

- macro social trends underlying population decline
- strategic planning for population decline
- various strategies for economic revitalization
- building social and cultural capital
- interpersonal and interactional aspects of migration

The primary aim of the workshop is to share experiences, methodologies and insights across different geographical and cultural settings in the Nordic countries. Papers addressing issues of gender and diversity in the context of population decline and revitalization are especially welcomed.

Abstracts:

The rise and fall of the Icelandic fishing village

Thoroddur Bjarnason, thorodd(at)unak.is

In a span of a hundred years Iceland was transformed from one of the most rural countries in Europe to one of the most urbanized at the beginning of the 21st century. While the growth of the Reykjavík capital region is the most impressive feature of this development, urbanization has profoundly transformed all regions of the country. In addition to the introduction of trawlers, the installation of engines in small boats previously driven by oars and muscle power made the fishing and fish processing a potentially year-round

occupation for anyone willing and able. In an overpopulated farming society this meant independant living and family formation was no longer predicated on land ownership. Young people all of the country migrated the shortest distance from farm to shore and fishing villages mushroomed where many migrants were able to maintain social relations with family and friends in the farming community. Technological advances in the fisheries provided further growth spurts of fishing towns during the late sixties and early seventies, but overfishing and the eventual collapse of important fish stocks spelled doom. Some fishing towns were abandoned forever while others embarked on a slow course of long-term population decline. The introduction of tough fishing limits and individual transferrable fishing quotas in the eighties and nineties further accelarated this process. Entire villages could lose their right to fish if owners of fishing companies chose to move or sell their quotas in an open market and the amenities of modern society became a powerful magnet for young people and women in particular. In a Darwinian struggle for survival, most larger towns with more diversified economies have grown while closeby small fishing towns are becoming suburbs of larger towns and the more remote villages continue to inch towards extinction.

Communities with severe long-term depopulation

Sigridur Thorgrimsdottir, [sigga\(at\)byggdastofnun.is](mailto:sigga(at)byggdastofnun.is)

In many Icelandic communities the fishing industry is the most important sector and in some places the community's existence depends heavily on one big company. Other common factors are problems concerning transport, long distance to the capital and lack of variety in the economy. There is a tension between regional Iceland and the capital area, where 70 % of Icelanders live. In most communities outside of the capital there are more men than women and lack of young people. Population decline is in the northwest, the northeast and southeast corners of Iceland. In this study severe depopulation is defined as 15 % decline or more, in 15 years period, 1994–2009. This criteria was met by 31 municipalities out of 75, with 27 thousand inhabitants. The report is based on interviews with local governments and directors of main businesses, and on statistical information and an attitude survey amongst inhabitants 20–39 of age.

Gender and offenseless visions of the local in rural coastal communities in Iceland

Anna Karlsdóttir, annakar(at)hi.is

This paper focuses on women's life perspectives in places that are going through profound changes, either in terms of demographics, or transition from primary industries to tertiary activities, for example regions heavily impacted by mega-projects whose aim is changing the industrial structure of the region, as well as fishery villages where fishery quotas are gone. This combined with setting my attention on emerging and flourishing tourist recipient regions though communities within or nearby are in steep decline. The leading question is what is the situation and experience of families in places in flux, influenced by changing economic structure and demographics? In this account it is predominantly women that are the mediators making the voice on regional development. How environmental and economic ideologies or paradigms change and perceptions for business development strategies shift – specifically in terms of transferability effects created by the fishery management system and neoliberal resource economics agendas. Many smaller coastal villages in Iceland have suffered continuous outmigration for years, gradually eroding the preconditions for local reproduction and revival of the community. Where lies the threshold for staying put in conditions that urge local population to get involved in a defense struggle, and how does it affect more visionary and resilient accounts of how the community might evolve? I seek to present analysis of future visions embedded in considerations for staying put or leaving as expressed by women interviewed 2004-2009 from various rural areas and fishery communities around Iceland.

Kind of rural: Elaborating new spatial modes to address diversified countryside

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Differences in the development of rural areas have increased considerably during the last decades. Commuting to urban centres has become more common especially close to growing urban regions. Remote areas face quick population loss. More and more rural areas are also characterized by retirement or second homes. Economic structure is in further transformation, and the means of livelihood vary locally. Along with the changes, the notion of rurality has become more heterogeneous. Many kinds of rural areas exist even within one municipality. We have developed GIS-based approaches to identify spatial patterns in rural areas in a more detailed level than administrative divisions allow. Our analyses have focused on dwelling, infrastructure, mobility, livelihood and land use. The dynamics in the housing stock is studied by examining the changing numbers of permanent homes, second homes and vacant houses. Infrastructure development options are evaluated according to rural settlement density and structure. The conditions of rural inhabitants' everyday life are studied from the viewpoint of service accessibility. The functional characteristics of rural areas are also investigated through data on commuting and employment. Intensity of human action and dominant land use is defined on the basis of land use/cover datasets. A new rural–urban typology is composed as one synthesis of the analyses. The areal divisions developed in the analyses have been placed under discussion in a number of workshops participated by local and regional planners. GIS-based zones have been found helpful in distinguishing different types of areas for strategic planning. Rural–urban typology is a basic delineation, which enables to create more detailed and extensive approaches to investigate different aspects of rural dynamics. Both new land use and existing environment can be considered. Further analyses on rural areas may address, for example, greenbelt zones around towns or different dimensions of multiple dwelling.

WG 4.4 Local practices of policy and political practices of rurality

Convenors:

Kjell Hansen

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Cecilia Waldenström

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The session will discuss the role of politics and policies in relation to questions of rural capacities for development. Papers addressing how politics open or close local resources (in a broad sense) are welcomed, as well as papers discussing local practices in relation to policies. The session will also welcome papers addressing how certain images of the rural tend to policies, and how political discourses tend to include some, and exclude other ruralities and rural groups. Empirically examples may be taken from national or European levels. The session will welcome papers that discuss these issues from different theoretical perspectives.

Abstracts:

Governance, participation and planning

Coastal project culture. Project minded people, brokers and decision making within LEADER

Patrik Cras, [patrik.cras\(at\)slu.se](mailto:patrik.cras(at)slu.se)

The LEADER method has gradually been introduced within the common agricultural policy (CAP) of the European Union to approach rural development. Now the European Commission proposes that in the coming program period all EU structural funds should be able to support the LEADER initiative.

This paper is looking into the current Swedish rural development policy and its application of LEADER. A central idea for the Leader method is the joint local responsibility for the local community, based on cooperation between all sectors of local society. The Swedish Board of Agriculture presents the idea that the basic principles of the method should be viewed as behavioral goals, i.e. “the principles aims to change behavior

at the local level". In this paper I analyze how the Leader method is applied in a studied coastal region in Sweden.

I argue that the main way the policy function is not change or influence behavior but to attract people already living the mentality of the responsible rural citizen. I also argue that in the process some of these individuals or their organizations become project brokers within their community, attracting project resources from the program. Project clusters will appear around these individual or institutional brokers.

Also, the decision-making process within the studied Local Action Group (the decision making body within the program) is not mainly about identifying the best or strategically most important project ideas to fund. It is more a method to identify if there is what is considered suitable applicants behind the project plan.

Rural development- An alternative to communicative planning

Jørn Cruickshank, [jorn.cruickshank\(at\)agderforskning.no](mailto:jorn.cruickshank(at)agderforskning.no)

In an OECD-report from 2006 it is suggested that a paradigm shift in rural policy has begun to be implemented across both OECD and non-OECD countries. Characteristic of this new development strategy is a neoliberal emphasis on endogenous growth and the encouragement of the self-help capacity of rural places, implemented through local-level governance practice. These strategies are inspired by the Habermasian-derived communicative planning theory. In this paper we will demonstrate how an Interreg-project on rural development in Scandinavia (LISA) facilitates this neoliberal ideology in the way that it deals with differences, attempting to mobilise heterogeneous interests for the purpose of developing a shared "vision" of the territory and a set of common objectives. Through a case-study of four small rural places in the southern part of Norway we will describe how the LISA-project invites local people into a consensus-seeking process where the ultimate goal is to agree on a development plan, including the design of the center area of each place. A critique of communicative planning is its failure to recognise that power and conflict is inherent in any development practice, and that consensus will never neutralise such conflicts. Following this, an alternative approach to place development will be presented, where collective identity formation, conflict, personal feelings and passion is regarded as core traits of a civil society. Planning in this latter sense consists in discovering and taking into consideration the existence of more than one collective identity within in each place. We will present two local discourses, one of autonomy and the other regarding the place as a site of residence, which could be encouraged and articulated for the purpose of enhancing local passion for the place.

Finnish village action practices as governing technologies

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The village action movement started in Finland in 1970s as organization of local people in the rural areas. Since those days village associations have become significant actors and developers in rural Finland. Village action movement has grown and it has become a part of national and European Union rural policy strategies and networks. It is related to the broader politics of active citizenship in which the responsibility of wellbeing is transferred from the public sector to the civil society. Village action has brought new kind of practices of governance to the villages.

In this paper, I study the local practices of village associations as governing technologies from a Foucauldian perspective. Village associations are active community subjects, and they are constructed by self-governing and local technologies of power. Local activities and subjective experiences of local people are related to the governmentality, and together they constitute an effective governing power guiding the development of Finnish rural areas. The local governing technologies according to the study are organization, planning, project, informing and cultural practices. The results of the study suggest that these governing technologies change the nature of rural communities to become more strategic, networked and institutionalized. The change in the communal life in villages is a part of broader neoliberal development and governmentality, to which the local actors have to adapt themselves.

Creating rural futures policy in Eastern Finland. The rural future program along with regional rural program monitoring and evaluation process

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Unquestionably the change of rural is bound to the question of rural futures. Understanding the past is relatively easy but making the best choices for development rest upon the foreseen future trends, may be harder to overcome. Yet, to make plausible rural policy and the best possible strategic choices for rural futures in a certain region, we have to have workable methods and approved processes here and now. In eastern Finland at North Karelia region Aducate, the Center for Training and Development in the University of Eastern Finland, has gained solid experience in regional future programs. The methods used in those future programs has turned out be encouraging and successful way to define necessary development policies and practices. At the year 2010 this program was customized for the questions of rural future for North Karelia region. Along with this program, Aducate has started two projects in order to monitor and evaluate the effectiveness of regional rural policies in Eastern Finland, in North Karelia and North Savo. These two processes, the rural future program and two monitoring an evaluation projects, contribute for the decision making for the regional rural policies for future. The paper will present both the primary results from the evaluation and the experiences from the methods used in rural future programs. So far, the experiences indicate that these two processes have already led to closer co-operation among rural actors and remarkably widened the understanding about rural issues and special characteristics of both regions.

Rural policy practices in a rural city

Maija Halonen, maija.halonen(at)uef.fi

In Finland, a municipality has been seen as a focal administrative actor in local rural policy level. This point of view is emphasized in several rural policy reports and research. A number of the measures of a municipality have a major influence on a sparsely populated area. Therefore, a municipality should also include the perspective of rural policy in its policy making process. The purpose of this study was to investigate how consciously the rural policy aspect was taken into account in practice. The study was an empirical case study and the analysis was based on qualitative research methods. The

main data consisted of interviews and observations, which were accomplished in 2010 in the research municipality, the City of Lieksa. This municipality, sited on the edge from the provincial, national and European point of view, is an example of a shrinking rural city. The result of the examination was that rural policy has less importance in practise than in theory in the complete municipal policy process. However, rural policy may have special attention in a single initiative or project. Furthermore, the consciousness of decision making influences on rural area and the awareness of rural policy vary with the representatives of a municipality. This somewhat inadequate recognition of rural policy is partly result of that rural policy is a broadly understood cross-sectoral policy and not a clearly defined sectoral policy. For this reason, it is advisable to increase the knowledge of rural policy in a municipal organization and to harmonize practices in different processes of the municipality.

Towards functional urban-rural regions – re-ordering the scales of daily practices?

Ilkka Pyy, ilkka.pyy(at)uef.fi

On the top of the current Finnish government agenda is to prepare a comprehensive reform for local government. The objective is to form up larger jurisdictions both in terms of population number and areal size, i.e. to create a structure of so called “strong primary municipalities”. In the EU (statistical) terminology the local administrative unit 1 (LAU 1: in Finnish *kunta* / in Swedish *kommun*) would be replaced with LAU 2 (*seutukunta* / *ekonomisk region*). Since the mid 1960’s there have been nationally and locally motivated efforts for municipal mergers, and so far the number of municipalities has been decreased gradually from the local basis. The arguments for unitary nationwide municipal reform see it as a platform for a more effective and equal welfare service provision and land use planning of industries, housing and transportation.

The problem concerns whether “historical” municipalities and new “sub-regional” municipalities have different capacities and potentials as actors, partners and targets for co-operation. In what sense the evolution of functional region can be witnessed in the context of small centres and rural hinterlands? To what extent the small scale regional integration/region-building is based on socio-economic, cultural, and politico-administrative interaction – and in which order/re-order the evolution may take place? These questions will be analyzed and compared through some case examples in the Baltic-Nordic setting. This setting is worth of interest as Sweden has conducted nationally steered municipal reform for a long time ago and Latvia has undergone it for awhile ago.

Respectively, a lot of locally motivated mergers have been implemented in Finland in recent years, and finally, the small-sized structure of municipalities has remained rather untouched in Estonia and Norway. The preparatory analysis includes fresh data from interviews among local actors made in early 2012.

National and municipal policies and rural realities

Changing municipal boundaries and operations of locals on Finland's countryside

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The reform process of the municipal boundaries in Finland has affected the wide countryside areas. According to the plan of the Government Programme the consolidations of municipalities will be carried out also in the future. The municipalities will be bigger both in size and from their numbers of inhabitants. This will mean that there has to be paid attention to the question on how to offer similar services to all the areas and inhabitants. In a Finnish rural policy it has been pro-posed for a long time that the association actors of the third sector should take more responsibility for the arranging of services with the local level. However, the operation of locals is based on the actors' own condition and on leisure.

In my presentation I will talk about how the consolidations of municipalities have affected the operations of locals. The targets of my interest are village action associations and local heritage associations. Have the consolidations of municipalities affected to the forms and contents of the operation of these locals? And on the other hand, has the reform of municipalities created new ways of the operation in the locals? I will also talk about how the actors of the grass-root level have experienced the consolidations of municipalities, and how their experiences and their opinions are reflected in the operation of locals.

This empirical presentation is based on my ethnological research in which I study the effect of consolidations of municipalities on the operation of locals. I conduct my doctoral research in the University of Turku.

Local responses to national policy for hunting and fishing rights in the Swedish Sámi area

Yvonne Gunnarsdotter, Yvonne.Gunnarsdotter(at)slu.se

Mountain villages in northern Sweden are faced with four kinds of identity, five kinds of water and four kinds of land, as well as a deeply rooted dissatisfaction with how the Government has dealt with land issues. This paper suggests that the situation is shaped by national policy rather than by local conflicting groups.

The colonisation of northern Sweden in late 17th century was the starting point for both co and common existence of Sámi and settlers. During the 18th century the state gradually took control of the land and in the 19th century the Sámi status changed from landowners to tenants, with the right to hunt and fish above the border of cultivation. As a response some Sámi claimed a settlement. In addition some settlers who moved to the area kept reindeer. A process for distributing state forest had given many settlers forest in connection to their settlement, including hunting and fishing rights, but after a few decades the state took back some of this land. Inspired by the colonial ideology, Sweden introduced a separation policy in late 1800's forcing people to choose identity; only Sámi could own reindeer and only settlers were allowed to own land. Later a new reindeer herding law stipulated that only those who owned reindeer were considered as Sámi with rights to hunt and fish. New generations of the settler families created inhabitants without land, and the four main categories of reindeer herding Sámi, landowners, Sámi without reindeer and other villagers established.

The legislation concerning hunting and fishing rights is locally criticised. A crucial question is how Sámi identity should be defined and what rights that ought to be connected. The main alternatives are the historical recognition of individual immemorial land rights, and collective rights in line with contemporary international positions in the indigenous people discourse.

Contemporary rural Sweden's tied hands? A closer look at forest ownership and rural development

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Political and economical institutions determine local action space, not least regarding local people's ability to make use of the landscape. The institutional framework has, historically, been adapted to rural conditions which has formed rural areas through the close interrelationship between the people living there and the possibilities to make use of

the landscape for their livelihood. Today, increased mobility and urbanization has meant that people to a larger extent are able to make use of and impact places far away from their location of residence, which meant that a large number of forest owners and other stakeholders in the rural landscape lives afar. Many of these forest owners live outside the municipality where they have their forest holding and only pay tax in the municipality where they live permanent. This may give rise to frustration in many rural municipalities, which are at the same time expected to take increasing responsibility for local development. The institutional framework, including policy programs targeting rural areas, may today be out of step with rural development at the grassroots level. In this article the institutional framework surrounding forest ownership is given attention. The question is if the contemporary institutional framework, in a broad sense, prevents sustainable local development, expressed as the opportunities for the locals to make a livelihood. It points to a number of cavities that potentially undermine sustainable local development and discuss the role of institutions and politics for development at the grassroots level.

Rural-urban dynamics as a concept for multiple residence

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Over centuries the Swedish rural areas have been formed by the close interrelationship between the people living there and the possibilities to make use of the landscape for their livelihood. Today, increased mobility has meant that people to a larger extent are able to make use of and impact places far away from their location of residence, resulting in a rural-urban dynamic that can be described as a new rurality. This change, becoming increasingly more pronounced in the last generation, impacts the local and regional preconditions for land use and primary production. While forestry contributes about 10% of Swedish export value, about 50 % of forest land is owned by private smallscale family forest owners. This makes Swedish wood production as well as rural development in forest communities to a large extent impacted by the values “absent owners” display, for instance with regard to choosing between amenity and production values for forest. This presentation outlines the design of an ongoing project which includes development of an integrated rural-urban dynamic concept for new ruralities, landscape images and descriptions of the effect of different values on the landscape, production and amenity. Illustrating present as well as future (i.e. 20–100 years) possible development of forest utilization and population development, it aims to develop decision support and participatory planning in local municipalities.

“The rural” in the Rural Development Programme – words, realities and power

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The EU RDP deals with the rural. But what kind of rurality emerges from the programme? Is it possible to write a common European programme that comprises all the different ruralities that exist in Europe – from Northern spruce forests via Western fishing stations to Southern Wine yards? Obviously not on an empirical/ethnographic level and this has led the authors of the programme to invent an abstracted rurality.

Drawing on experiences from the half-time evaluation of the Swedish RDP 2007–2013, our paper will discuss consequences of these abstractions. Consequences will be discussed along two tracks. The first concerns the practical effects of specific ways of depicting the rural. Do they create difficulties when it comes to what measures can be realized? Are the suggested measures (in the programme) well adapted to the worlds in which they should be carried out?

The second, and more comprehensive, part will be an analysis of the RDP in the vein of critical discourse analysis with the aim to discuss how the language of the programme reflects and/or constructs power relations. The analysis will focus on how rurality is depicted but will also lay bare the discursive contexts of the concept and the relations of power that it reflects and give raise to.

Impacts of restructuring of service system in daily life of rural residents

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The distribution and accessibility of welfare services is a question of great importance in rural areas of Finland. Recent restructuring of local service network, the PARAS project, (skeleton law 169/2007, Finlex), has led to the concentrating of public services in towns and cities. This reshaping of the social welfare service system has had greatest impact on remote rural areas, which have been left without previously localised services. This presentation, based on ethnographic research, outlines the various effects of centralizing of services in the level of everyday life in rural Finland.

Changes in service network affect the daily life practices of people living in remote areas, for example, by bringing increasing need for private mobility and daily scheduling. Moreover, they also have impact on rural residents' perceptions of well-being, and trust felt towards society's ability to help its citizens. Diminishing of the accessibility of services

in certain areas contradicts the principle of universal welfare distribution; one of the key elements of the Nordic welfare state model in Finland. In daily living course difficulties in access to services erode the trust in help, thus promoting feelings of helplessness and exclusion. On the other hand, lack of services strengthens the local networks and practices of mutual helping. The local community becomes more important as a provider of practical help with tasks of daily living, but it also serves as a security factor in local residents' life.

This presentation is based on my dissertation work in European Ethnology in which I study the perceptions of everyday life welfare of rural families, focusing on the meanings given to public services and service system. The main data analysed consists of thematic interviews collected during 2009 in three rural municipalities in Central Finland.

Entrepreneurship, farming and rural policies

Perceptions on innovative entrepreneurship: focus on bioenergy and rural areas

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Continuous political and demographic changes related to rural areas have demanded to alter thinking about sustainability and, at the same time, about profitability in the rural context. Entrepreneurship can have an important role in promoting sustainable use of natural resources and renewal of countryside. Perceptions of different local actors such as political decision-makers, developers and entrepreneurs can be critical in advancing entrepreneurship based on natural resources as well as designing and implementing policies. This paper sets out to examine perceptions on entrepreneurship in rural areas with focus on innovations and wood-based bioenergy. The preliminary results of a thematic interview on innovative entrepreneurship conducted to 33 actors in forest and bioenergy sectors including entrepreneurs, municipality administration, financing institutes and researchers linked to a rural municipality in Eastern Finland form a basis for theoretical explorations. The preliminary findings of these interviews show that many actors associate innovative entrepreneurship with efficient material and energy flows. However, it remains uncertain why material and energy efficiency is being linked to innovativeness; was it due to the place-economy of the municipality being located in a remote area, or was it due to actors' more profound values and attitudes toward entrepreneurship, sustainability (economical, ecological, social and cultural) and profitability? In my presentation I will further discuss the findings of my study and their linkages to rural development and rural change.

The various motivations of farming – Potential for livelihood diversification and environmental protection?

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In agriculture the relationship between nature and production is direct. The agricultural production processes utilize the same natural environment that the production is dependent on. The various processes in agriculture manifest themselves in a specific spatial and temporal environment and in a multifold interaction between various actors, sectors and value chains. Hence the human activity, natural and political processes realize in different time scales. This is also why the mitigation of the environmental load of agriculture is difficult. Understanding the flow and dynamics of various networks and science-policy interfaces is important when trying to achieve the targets set for rural and agricultural policies.

The rapid change in Finnish agriculture has diverged the development of Finnish farms. Simplifying, the farms are either specializing, expanding and aim for growth or widen their activities into tasks not necessarily directly related to agriculture. The emphasis on agricultural policy tends to be on the bigger and growing farms. However, small or smallish farms where farmers often work also outside the farm still compose half of the total number of farms.

Farmers who are not necessarily farming purely on productivist premises have been recognized to be hold potential in contributing to the various elements of what has been learnt to be called multifunctional agriculture. When the share of agriculture as the farmers' source of livelihood diminishes, converting for example some of the fields into alternative uses might become more attractive. Recognizing the various premises farmers have into farming opens up the potential for livelihood diversification and agriculture-integrated environmental protection in rural areas.

I am examining the divergence of the practical realities on farm scale and how the possibility spaces that condition farming have changed. From there on I concentrate on the potential the change has opened for agriculture-integrated environmental protection on rural areas.

Promoting innovation activity in rural areas – Towards local vitality policy

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This paper examines the development of innovation activity and innovation environments in rural areas through industrial policy, rural policy, innovation policy and their mutual relationships. A transition from development of innovation systems to a focus on innovation environments lies in the background of the study. Also a networked perspective, emphasising the ability of rural enterprises and developers to forge trans-local networks was used. Four case regions in different parts of Finland were defined as subjects of the study. Both municipal and regional developers of trade and industry and local action groups were selected for closer scrutiny. Development work related to local innovation environments and the formation of development policy in rural areas were outlined through the case studies. The case studies revealed that the idea of innovation environment is only just gaining a foothold in rural areas. Local solutions for the development of innovation activities are sought in both science and technology based innovation models and increasingly those based on practice-driven and human-driven innovation models. Municipalities' key role as a pooling force for innovation-driven trade and industrial policy can also be highlighted as a key research observation. Particular attention was focused on the role of local action groups (LAGs) as developers of lines of business and innovation activity. A high risk was identified that LAGs will remain separate from other ways of promoting innovation activity. As a future prospect for innovation activity in rural areas an approach based on local premises is outlined. This refers to identifying one's particular strengths, local and trans-local networking and tailoring of innovation activity development models to suit local structures. In the study this is characterised by the concept of vitality policy which refers to a merging of the trade and industrial policy, innovation policy and rural policy into a single local development approach.

Goat cheese from Jämtland: Storytelling, new modes of governance and agricultural change

Camilla Eriksson, Camilla.eriksson(at)slu.se

During the last twenty to thirty years 'goat cheese from Jämtland' has come to be associated with upkeeping tradition, regional identity and quality food. Cheese is sold using storytelling. The cheese also has a lot to tell about the conditions for small-scale farming during late modernity. Since World War II the rural scene in the Nordic countries has undergone sweeping changes. Modernity brought new perspectives on what farming is and how it should be carried out. Large-scale rationalisation, technological innovations and higher living standards changed the rationale of farming. As we entered late modernity new values were once again laid on farming, reconstructing other values connected to farming such as scenery, upkeeping of cultural heritage, biodiversity and ecological balance. While farmers were advised to specialise and enlarge during modernity they have been told to take up off-farm incomes and set up added value produce during late modernity, such as farm dairies and shops, bed and breakfasts or offer urban dwellers and especially their children a chance to pet farm animals. But why is 'goat cheese from Jämtland' a hit? In this paper I analyse how goat cheese from Jämtland has been supported by a new mode of governance where supports are given to those who apply for it in the form of projects and in effect to people who are in position to produce projects and successful project applications. The story of goat cheese from Jämtland thus comprise successful bureaucrats, foreign cheese experts and various cheese makers with their own reasons for joining in, or not joining in.

“Small is beautiful”. Development and tourism in agricultural mountain landscape

Anne-Katrine Brun Norbye, a.k.norbye(at)sai.uio.no

The paper addresses complex linkages between political practises and policies on the one side and local practises on the other side. Local practises depend on political policies on four levels: international, national, regional, and local levels. Each of the levels has their own agenda and meanings. To understand adaption dynamics and development in rural areas it is necessary to investigate local practises, as well as the effects of (new) policies.

Humans are part of the natural environment they live in. Development in rural areas depends on the natural ecosystems as much as political decisions and support. An important question in relation to development analysis is to ask “development for whom?”

Empirical examples from Leksvika, Norway will demonstrate the conjunction of political and local practises in relation to rural development. Despite the fact that summer mountain dairy farms close down because of decreasing in mountain agriculture almost all over European alpine areas, this kind of livelihood has recently increased in Leksvika. There were only a few summer farms in Leksvika six years ago. Today the number is fifty and signifies a development that builds upon identity, landscape, tradition, and tourism.

Presentation: poster

Scenarios development as tool for landscape planning – a case study from small-scale rural areas

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Landscape scenarios are elaborated to forecast and balance rapidly increasing changes in landscapes, which affect ecological functionality of the landscapes. The scenarios are based on land-use data while types of land use form landscape structure. The development of the scenarios is carried out for widespread mosaic landscapes with high heterogeneity in Latvia. A target of the investigation is to perform landscape scenarios and to evaluate usage of this approach for planning process. The study areas were selected in the small-scale rural areas from different types of mosaic and forest landscapes, which spatial structures of the landscapes are specific. The geographical information systems were widely used in this investigation. The historical changes, existing land-use, social and economic aspects as well as trends of these factors were analysed in the development process of the scenarios. Three scenarios till 2025 for each area were performed. The development of the scenarios showed that significant changes in landscapes are expected in near future, for example increasing areas of forest lands, intensification of agriculture, loosing of natural meadows and pastures in mosaic landscape. Potential changes will endanger typical cultural landscapes. The changes in age structure of forest stands and fragmentation of forests are and will be the most urgent changes in forests. For both landscape types within the all scenarios ecological and economical aspects will be significantly influenced. Therefore, the discussion about the scenarios with stakeholders is important already nowadays.

The lack and quality of the data is important aspect for the development scenarios, too. The approach used, gives conception about the future and possible consequences. Development of the scenarios confirms that sustainable planning could be significant tool for landscape management.

Practical information

Accommodation

The conference will be held in Joensuu. In the hotels below, double and single rooms are reserved for conference participants.

You can make a reservation with electronic registration form.

Please note, that the accommodation is NOT included in the conference fee.

<http://www.greenstar.fi/en/>

http://www.cumulus.fi/hotellit/joensuu/en_GB/joensuu/

<https://sreservations.s-hotels.fi/onlinebooking/sokoshotels/room/select/SOJO>

Additional information

Working groups:

eeva.uusitalo (at) helsinki.fi

Practical information:

(registration, accommodation, payments etc.)

arja.hukkanen (at) kareliaexpert.fi

Program:

tuija.mononen (at) uef.fi

Conference fees

The conference fee is 160 euros (early bird),
and 200 euros (after 31st of March).

The fee includes conference participation, three lunches (Monday, Tuesday, Wednesday), two dinners (Monday, Tuesday), coffees and snacks.

Conference Dinners

Restaurant Teatteriravintola, Rantakatu 20, Joensuu

Restaurant Kiesa, Niskakatu 17, Joensuu

Conference venue

The conference will be held in Eastern Finland in Joensuu.

The conference venue is in the University of Eastern Finland,
Aurora II-building, Yliopistokatu 2, Joensuu

<http://www.uef.fi/uef/english>

How to get there?

By plane: http://www.finnair.com/finnaircom/wps/portal/finnair/jump?locale=en_INT

By train: <http://www.vr.fi/en/index.html>

By bus: <http://www.matkahuolto.fi/en/>

Maps

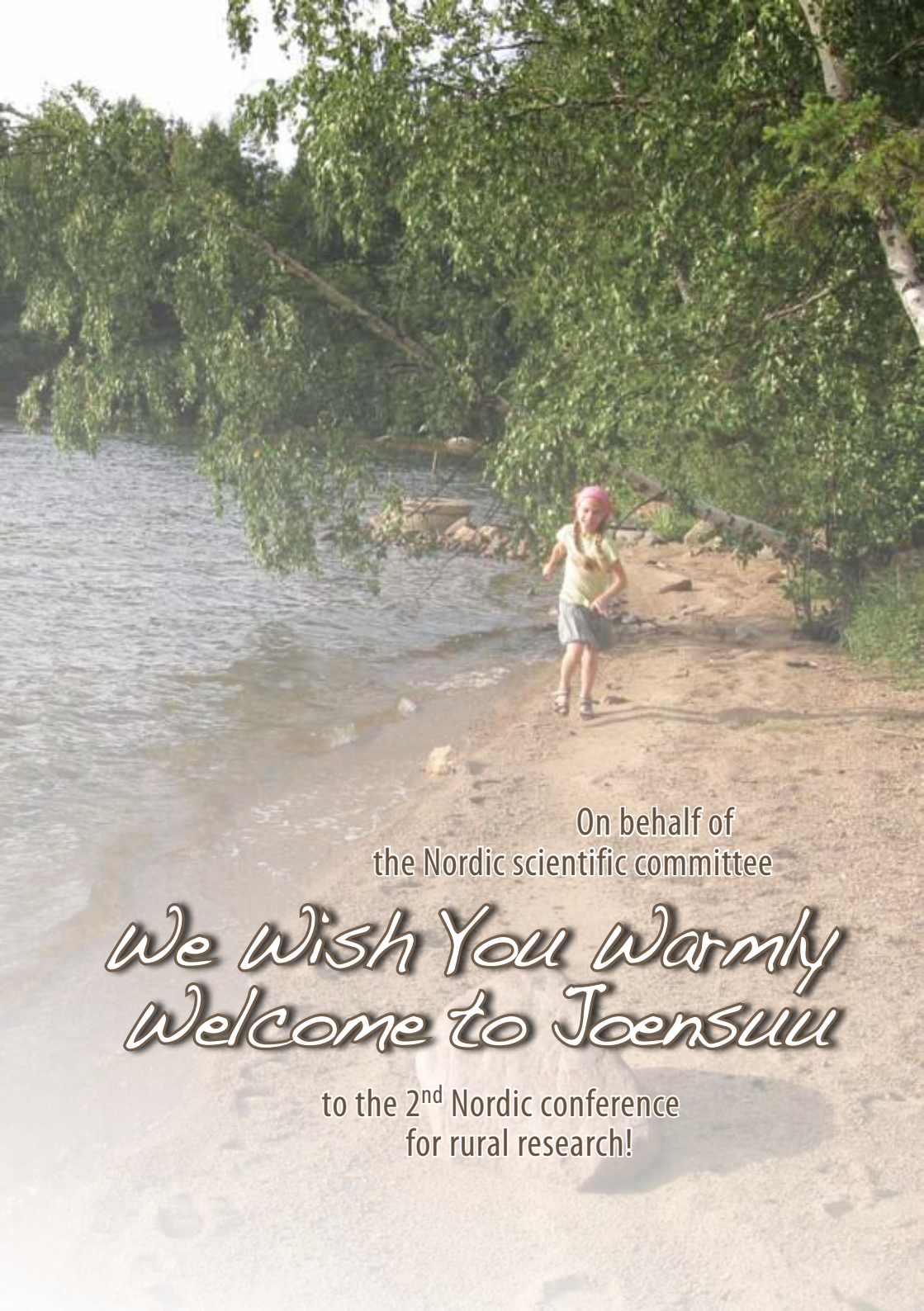
Map of Joensuu: http://suoraan.com/kartat/joensuu_kartta.html

Location of the University in the city of Joensuu:

http://www.uef.fi/c/document_library/get_file?uuid=8d81d212-92d1-474d-93db-796e555288d0&groupId=10128&p_l_id=74648

Location of the Building number 8, Aurora II:

http://www.uef.fi/c/document_library/get_file?uuid=6dfde7ec-fb26-41b7-8756-d601bebf8219&groupId=10128&p_l_id=74648



On behalf of
the Nordic scientific committee

*We Wish You Warmly
Welcome to Joensuu*

to the 2nd Nordic conference
for rural research!